

IN THIS
ISSUE WE

CLIP

BATMAN RETURNS

BUZZ CUT

THE OLYMPICS

TEASE

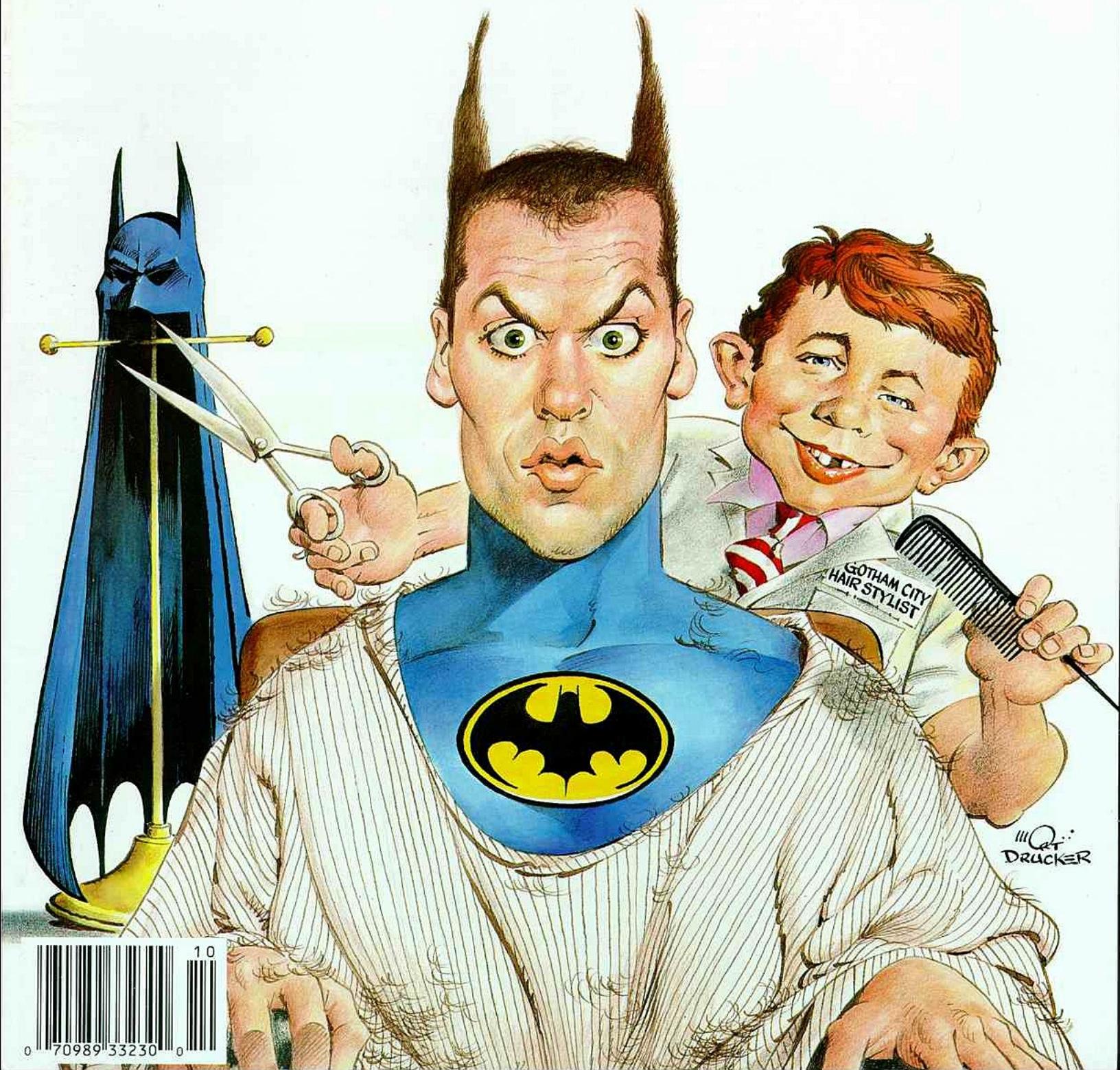
BASIC INSTINCT

No.
314
October
1992

IND

MAD®

Our
Price
\$1.75
Cheap!

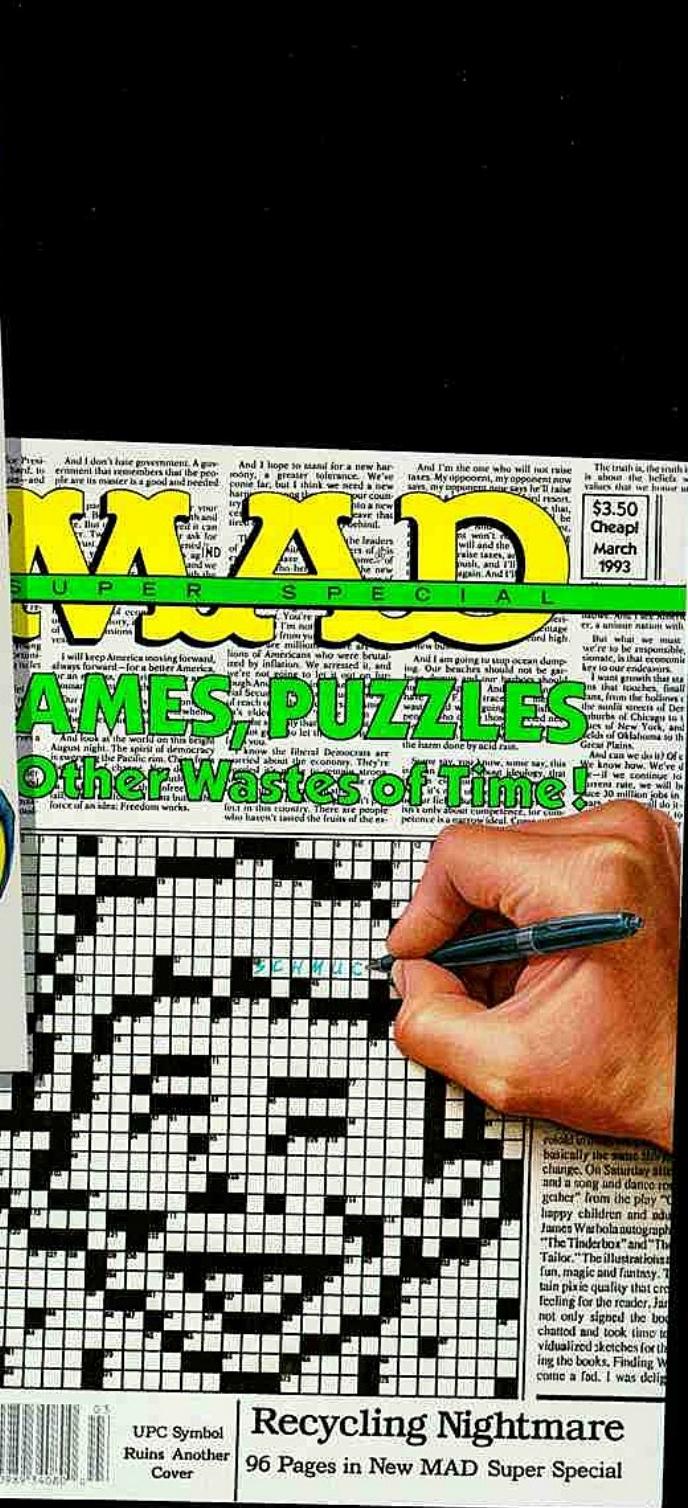
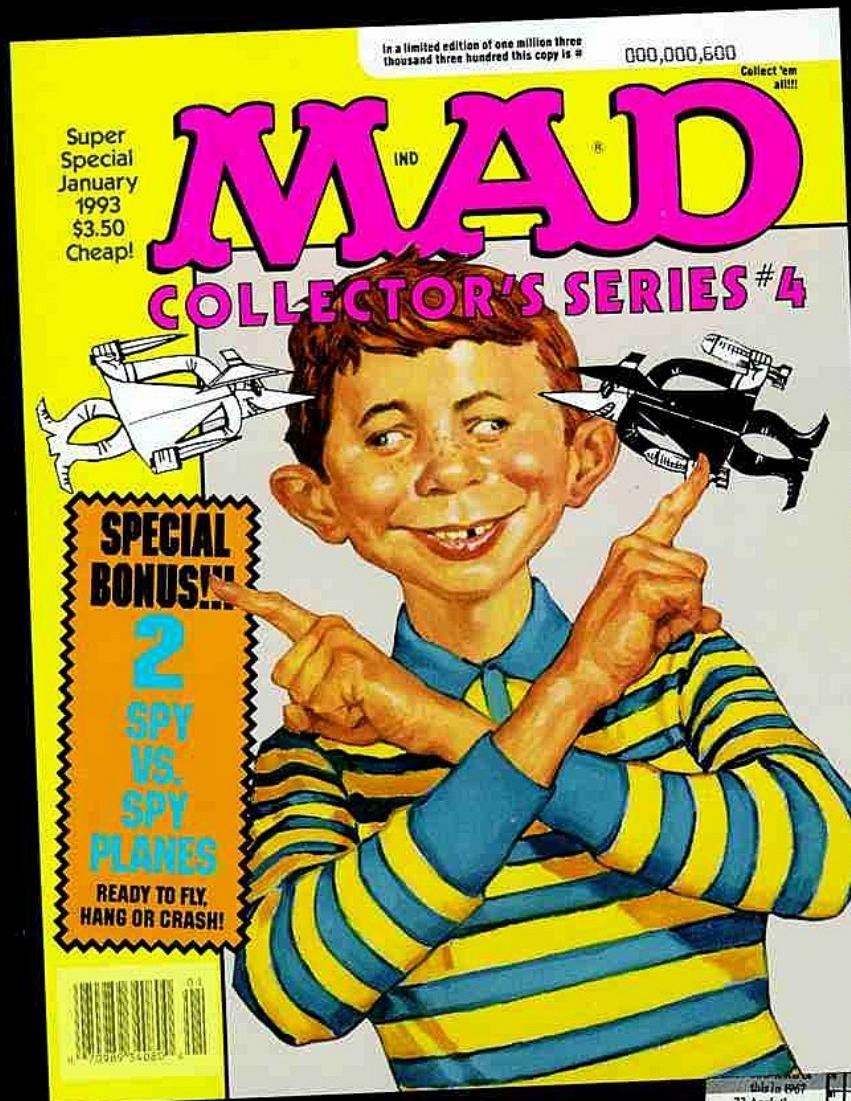


10



#1 & #2 ON THE CHARTS!*

***Mainly, the Charts That List This Summer's Two MAD Super Specials!**



On Sale Now—Just in Time for Summer School Reading!

MAD

"The distance between many people's ears is a block!"

—Alfred E. Neuman

WILLIAM M. GAINES *publisher*

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FREDDIE MALONEY *subscriptions*

CONTRIBUTING ARTISTS AND WRITERS *the usual gang of idiots*

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FRONT COVER ARTIST: MORT DRUCKER

BACK COVER ARTIST: JAMES WARHOLA BACK COVER WRITER: DAN BIRTCHER

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AN EXCITING SUBSCRIPTION OFFER

EXCLUSIVELY FOR READERS OF MAD MAGAZINE!

"An extraordinary opportunity to own the official MAD Pin Collection!"



A Brief History of the MAD Pin Collection

In late 1990, MAD publisher William M. Gaines decreed that there should be an official MAD Pin Collection and ordered that famous artisans from around the world be contacted to see who would work the cheapest to create these objects of art!

Unique in all of jewelry-making history, we broke the mold before we cast these pins!

Each official MAD Pin is precision crafted by machines that are turned On and Off by hand!

Each Pin is cast in Space-Age Alloys—the same Alloys used to make NASA space shuttle souvenir pins sold by guys hanging around Cape Canaveral!

The Official MAD Pin Collection smells like jewelry that costs thousands of dollars and can be mistaken for real gold at distances over 500 meters (though at shorter distances they may be mistaken for a lot of other things)!

These Pins will not be sold in any store—we know, we tried getting any store we could find to sell them and nobody would touch them!

Due to the special nature of this offer, the number of Official MAD Pins commissioned shall never exceed the demand! (In the event of a tie, all production will cease! That's our commitment to quality!)

These are the very same Pins that will be offered by us again and again and again in future issues of MAD Magazine!

An Important Reminder! Each Official MAD Pin is so valuable it will be personally delivered to your home by an official United States Government Employee, dressed like a mailman!

This offer is neither endorsed nor in any way connected to the Franklin Mint, Benjamin Franklin, Joe Franklin or Franklin Delano Roosevelt!

How To Get Your MAD Pin Collection FREE:

485 MADison Avenue



New York, New York 10022

- I enclose \$53.75 for a 40-Issue Subscription.
I'll save \$16.25 off newsstand price and get all three MAD Pins shown above absolutely free!
- I enclose \$33.75 for a 24-Issue Subscription.
I'll save \$8.25 off newsstand price and get the official MAD Logo Pin absolutely free!

- I enclose \$13.75 for an 8-Issue Subscription.
I'll save a paltry 25¢ off newsstand price and get to look at someone else's MAD Pins because you won't send me any!

CHECK HERE IF RENEWAL

NAME _____

ADDRESS _____

CITY _____

STATE _____

Zip _____

Our Pledge: MAD will not sell or give your name and address to anyone for any reason!

*Outside U.S.A. (including Canada), \$18.75 for 8 issues or \$46.75 for 24 issues or \$74.75 for 40 issues in U.S. Funds payable by International Money Order or Check drawn on a U.S.A. Bank. Canadian price has GST tax included. Allow 8 weeks for subscription to be processed. MAD Magazine cannot be responsible for cash lost or stolen in the mails so CHECK OR MONEY ORDER PREFERRED!

----- USE COUPON OR DUPLICATE -----

LETTERS AND TOMATOES DEPT.



READ MY (YECCH!) LIPS

Your cover of MAD #312 was a wonderful interpretation of the "outcome" of George Bush's talks in Japan. Instead of calling him the President of the United States, we should retitle him the "Duke of Hurl"!

John Morales
Redwood City, CA

Hmmm. Let's see... checking our official Lineage of Royalty chart, if George Bush is the Duke of Hurl, that would make his son Neal Bush the Viscount of Vomit!—Ed.

BONEHEAD MAIL

Your page 48 memo "from the desk of William M. Gaines" in issue #312 says the MAD staff should never use the words idiots, morons, imbeciles, dolts and clods because they describe MAD readers and might alienate them. Well, we're MAD readers and we're none of those. We're boneheads! We would prefer this be put in "Bonehead Mail," not "Moron Mail."

Nick Bevis
Chris Egolf
America, USA

Your wish is our command, morons!—Ed.

MORON MAIL

I've been reading your trash for six years now. I can't stop! It's like you have some hypnotizing device in your magazines.

Jake Van Putten
Eagan, MN

Jake—You've found us out! Yes, it's true. There's something in each issue that makes our readers' eyelids heavy like sandbags—that makes them drowsy and eventually lose consciousness—it's called "The Lighter Side Of..."—Ed.



MAIL FROM PEOPLE IN NEW JERSEY

I am writing this letter on April 27th at 9:36 and 36 seconds, which means there are 2,084 days until the year 2000 or 50,016 hours until 2000 or 3,000,960 minutes until 2000 or 19,806,336 seconds until 2000. Just thought you would like to know that.

Philip Sletteland
Kendall Park, NJ

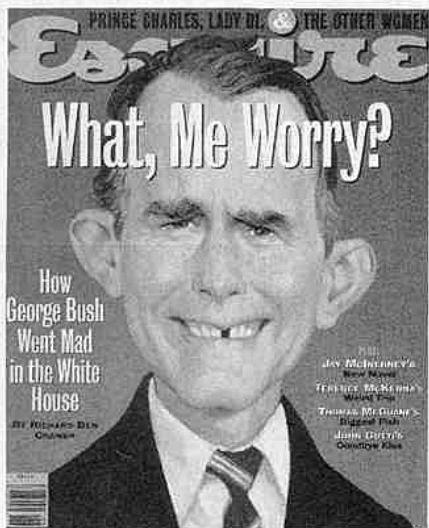
So, you like math, eh? Well here's a puzzler we think you'll still be calculating well after the year 2000: How many days until you get a life??—Ed.

Soap gives me the willies.

Robert Boyd
Lyndhurst, NJ

Robbo—No soap, radio!—Ed.

THE FACE IS FAMILIAR



How
George Bush
Went Mad
in the White
House

BY RICHARD BEN
CRONIN

JIM MCGEEVEY
Roy Moore
TERENCE McNAMEE
World War
THOMAS McGUANE
Biggest Fish
JOHN GUTIERREZ
Country Boys



WHAT,
ME
PRESIDENT?

HOW PEROT CAN WIN
by Paul Burka

HOW PEROT
PLAYS HARDBALL
A Partner's Story

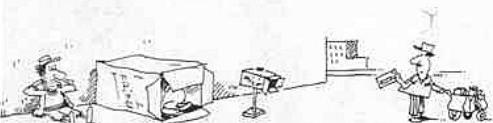
There's a real political outsider stirring up the Presidential Race this year... Alfred E. Neuman! That's why *Esquire* magazine chose to combine Alfred with George Bush on its June cover, while *Texas Monthly*'s June issue cloned our grinning, gap-toothed boy with H. Ross Perot (the big ears, however, are Ross's!). This double-whammy received media coverage from coast to coast, including an appearance by MAD's Editors on *Entertainment Tonight*! Oddly, the current *Road and Track* cover features an illustration that's half Bill Clinton, half Chevy Capricorn Go figure!

"JOHNNY WARPER"

Regarding your "Johnny Warper" advertisement on the back page of issue #311, we commend you for bringing to your readers' attention the significant negative consequences associated with alcohol use during pregnancy. Your contribution is appreciated, as is the message you present regarding the role advertisers have on women's drinking behaviors. Many women who abuse alcohol during pregnancy would cease such practice with education, treatment and support from our society.

Donna L. Nimec, M.D.
Michele M. Mazzocco, Ph.D.
Denver, CO

Lady doctors—Thanks for your kind words. Hey, why don't we get together after work? We can throw back a few shooters and chug some brews! Whaddaya say?—Ed.



A MAD LOVE STORY

My husband, Scot Burnell, has been reading MAD ever since he was hospitalized as a little boy. He says it was the only thing that put a smile on his face and ever since then he has been an avid fan and collector of MAD. I love him so much and would be so thankful if you could print this and allow me the pleasure of seeing his eyes light up when he reads it!

Lara Burnell
Costa Mesa, CA

Okay, we'll print your letter, but we have one question for you: What the hell are you doing married to a little boy? Seriously, if you REALLY want to see your husband's eyes light up, we suggest the next time he comes home from the hospital, you greet him at the door wearing this issue of MAD and nothing else!—Dr. Ed.



Al Jafe (sounds like Jaffee) Street in Israel...what's next, Bob Clarke Highway?

Please Address All Correspondence To:
MAD, Dept. 314, 485 MADison Avenue
New York, New York 10022

MAD welcomes reader submissions. Manuscripts will not be returned or acknowledged, however, unless they are accompanied by a self-addressed, stamped envelope or a note congratulating Sara and Brian on the birth of their son, Sam!

WHAT'S NEXT YOU ASK?

WARNER BOOKS 36368-5 \$3.99 U.S.A. (\$4.99 CAN.)

31677 WPS

SERGIO ARAGONES NEXT MAD BOOK



The Next Book in a Long Line of
MAD Books that Clutter Your
Bookshelf...and Your Mind!

PICK UP YOUR
NEXT COPY
NEXT TRIP TO
THE BOOKSTORE!

BRUCE WAYNE'S WORLD DEPT.

1992 is shaping up to be a really miserable year! Our beloved President embarrasses every U.S. citizen by hurling all over the Japanese Prime Minister, Raul Julia is back on Broadway and Country Music continues to gain in popularity! And if all that weren't bad enough, now...

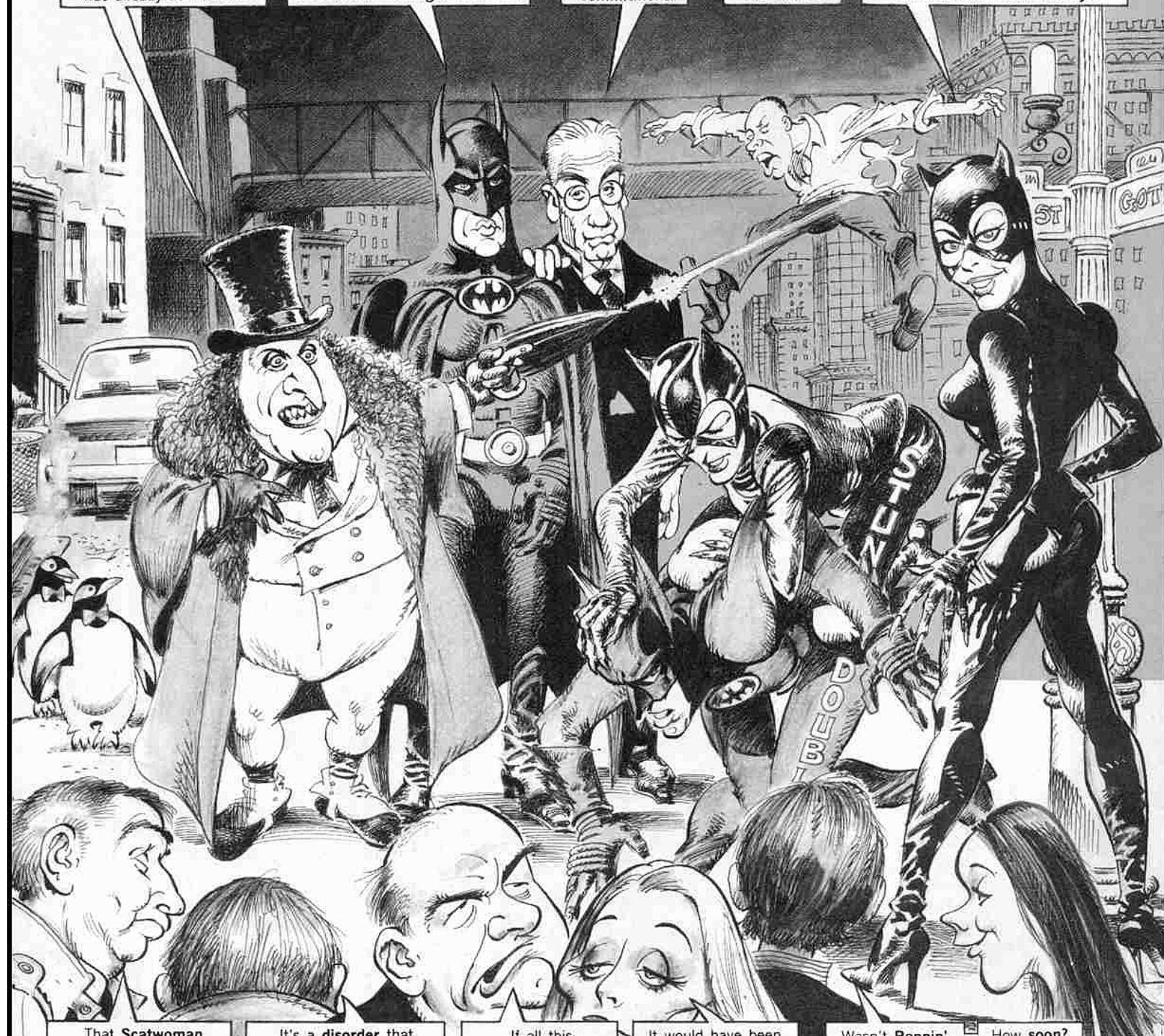
I'm Danny DeVito—also known as **The Penicillin!** In this film I play a half man/half bird! The role was a snap for me since I had a big advantage—I was already half man!!!

I'm Michael Keaton—also known as **Buttman!** In my last film I was romantically linked with Vicky Vale! Unfortunately, I could not give her what she wanted and now she is no longer with me!

Tell me, sir, what was it that Miss Vale wanted from you? A commitment?

No, Neuman, I'm afraid she wanted a piece of the gross profits to appear in this sequel!

I'm Michelle Pfeiffer—also known as **Scatwoman!** In this film I whip Buttman's cute little buns all over **Gotham City!** Well, okay, in truth my stunt double whips his stunt double's cute little buns all over **Gotham City!**



That Scatwoman disguise is the most transparent one I've ever seen! Do they expect us to believe that people in Gotham City can't tell who she really is?

It's a disorder that afflicts people who live in comic books! It's the same stigmatism they have in Metropolis where they can't tell Cluck Kent is really Stuporman wearing glasses!

If all this merchandise was left over from the first Buttman movie, just think how much crap will be remaindered after this bomb!

It would have been a better movie if *Warner Brothers* had spent half as much time on improving the script as they did on pushing the merchandise!

Wasn't Rappin', the Boy Blunder, supposed to be in this one?

How soon?

As soon as Macaulay Culkin puts on enough muscle not to look idiotic in Rappin's outfit!

BUTTMAN

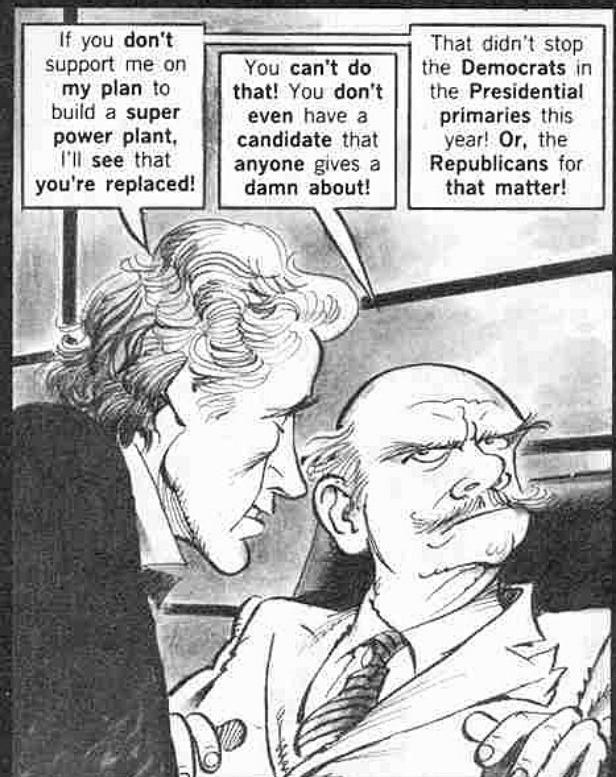
RETURNS



THIRTY YEARS AGO

ARTIST: MORT DRUCKER

WRITER: STAN HART



NOW

Look at all this violence!

We were expecting this! It happens at any Guns N' Roses concert where they have arena seating!

That concert isn't till next week, jerk!

Then this is serious! Let's do what most cops do in cases like this!

You mean to go somewhere else?
Right!



Look! The sign from Commissioner Boredom! It means he needs Buttman!

It's strange that in this age of cellular phones, electronic mail and fax machines, he still uses this antiquated way of communicating with you!

If you think that's strange, what do you think of a grown man dressing up like a bat with a cumbersome cape and a mask that gets all sweaty inside, who fights crime without getting paid?

The word "putz" does come to mind!

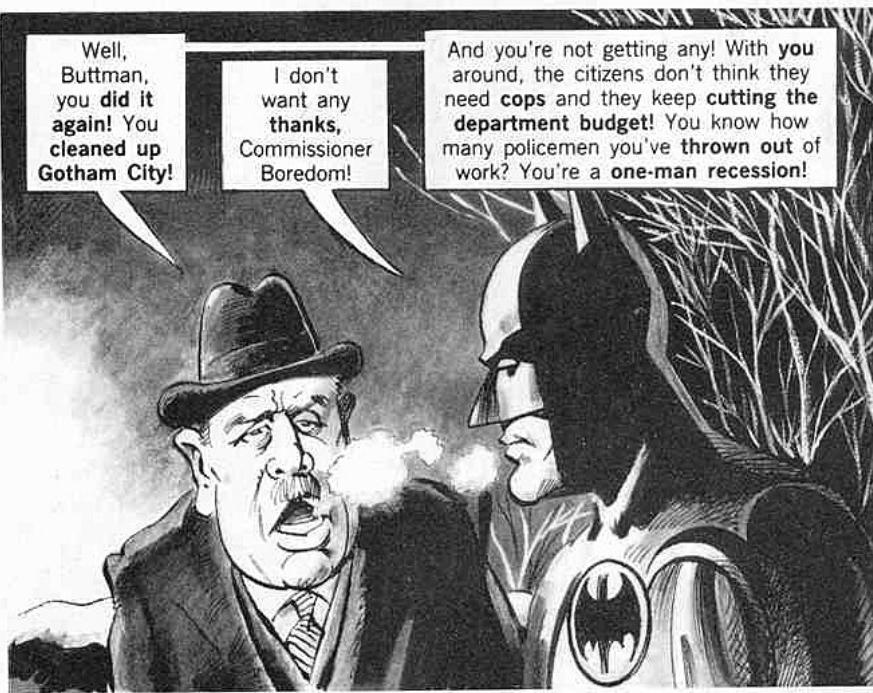
My Buttmobile is fantastic! It can sprout wings, deploy razor sharp blades and launch deadly frisbees! But the most amazing thing about this totally dependable and efficient vehicle is that it was made by an American car company!



Well, Buttman, you did it again! You cleaned up Gotham City!

I don't want any thanks, Commissioner Boredom!

And you're not getting any! With you around, the citizens don't think they need cops and they keep cutting the department budget! You know how many policemen you've thrown out of work? You're a one-man recession!



I am known as the Penicillin! I was raised by penguins in the Antarctic after my parents abandoned me as a baby!

If he was raised by penguins, don't you wonder how he can speak English?

Not really! I know a guy who was raised by frogs and he can speak French!



You thought you could get rid of your old partner by cutting him up and flushing him down the toilet! But I live in the sewers and I see everything!

How can you live in the ...ugh... sewers?

It's got its advantages! Like you don't have any neighbors to hassle you when you throw parties...and you don't have to worry about dieting because you never have an appetite from living down here with all this dreck! The only time it gets bad is when someone uses Liquid Plummer—that stuff really stings!



I'm not a **bad guy**. All I want is to find out who my **human parents** are! Just once I'd like to get a nice Christmas present from my folks, instead of the **dead, giftwrapped fish** my penguin parents always give me!

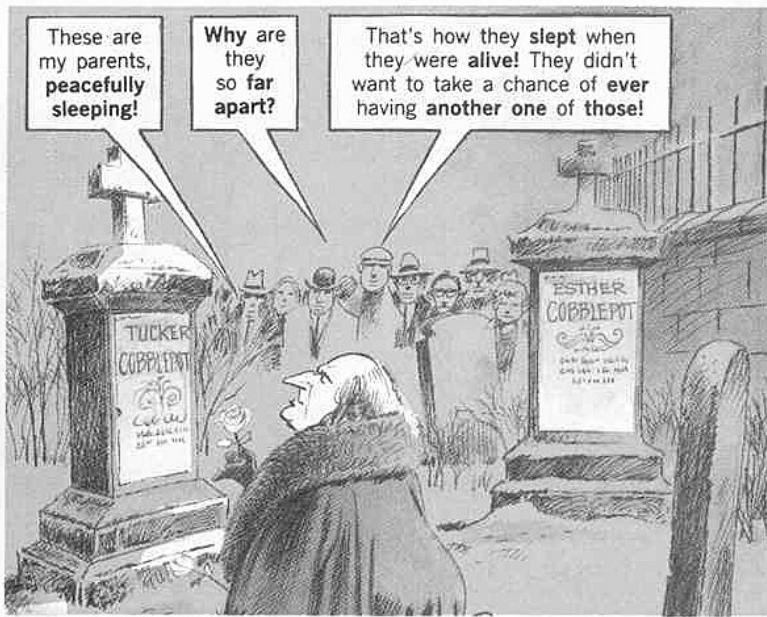
Gee, that gets you right in the heart!

Yeah! From now on I'm going to use a better grade of toilet paper to show him that I care!

These are my parents, peacefully sleeping!

Why are they so far apart?

That's how they slept when they were alive! They didn't want to take a chance of ever having another one of those!



Extra!
Penicillin in *Gotham Globe* says, "I Forgive My Folks!"

"Love Is What It's All About," Bird Guy tells the *Daily News*!

Penicillin admits to *Supermarket Sun*, "I Never Slept With Bill Clinton"!

I love this publicity! By the way, except in the movies, when's the last time you saw a newsboy hawking papers on a street corner?



I know all about your corrupt scheme! You're going to build a giant capacitor, not a power plant! You're going to store energy, not produce it and therefore have the city at your mercy! What do you think would happen if the story got out?

Nothing would happen! The story is so confusing no one could possibly understand it! However, just to be on the safe side...



Dad, what are you doing?

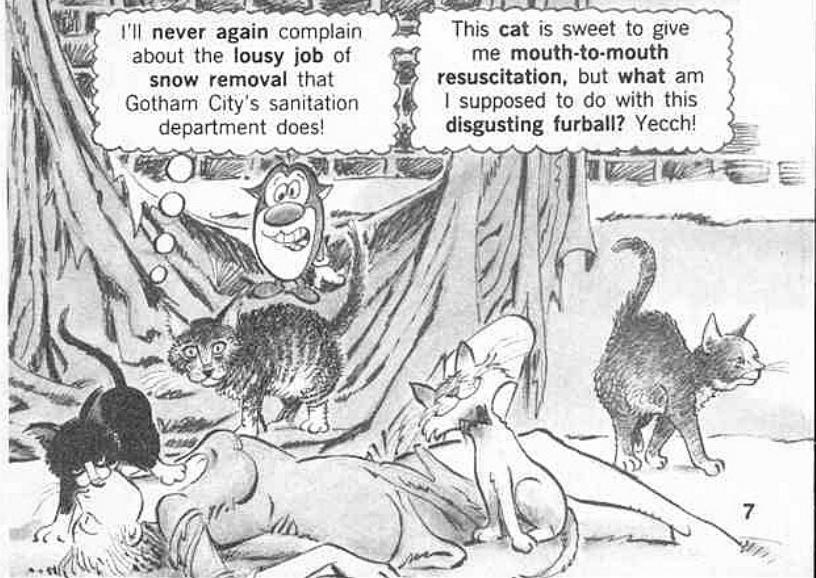
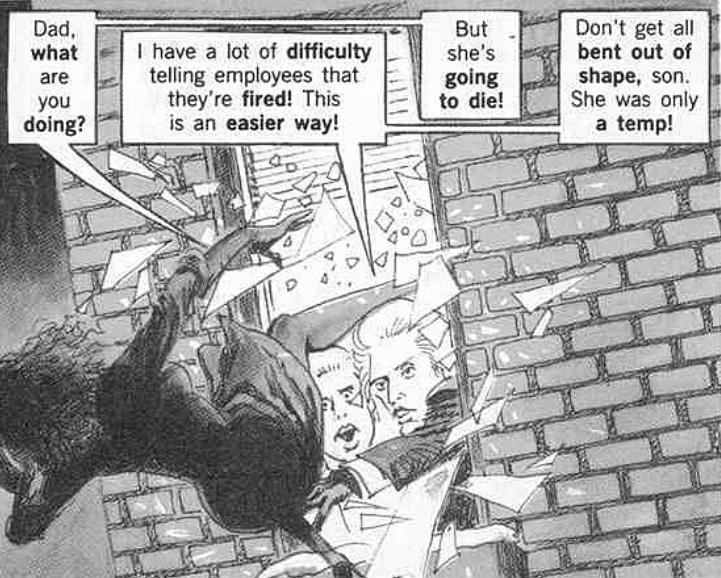
I have a lot of difficulty telling employees that they're fired! This is an easier way!

But she's going to die!

Don't get all bent out of shape, son. She was only a temp!

I'll never again complain about the lousy job of snow removal that Gotham City's sanitation department does!

This cat is sweet to give me mouth-to-mouth resuscitation, but what am I supposed to do with this disgusting furball? Yecch!



It's time
for me to
emerge as
Scatwoman!

I'll say it's
time! This
movie is one-
third over!

How did you
get so good
at kicking
the crap
out of men?!

By accident! I meant
to rent a Jane Fonda
workout tape but I
rented a Chuck Norris
movie instead!

I want you to
be elected next
Mayor of Gotham
City! To do it,
we'll have to
somehow make you
look like a hero!

How about if I
encourage these
guys to arm them-
selves and terrorize
people, then I step
in and make them stop?

Brilliant!
Where did
you get
such a
sick
idea?!

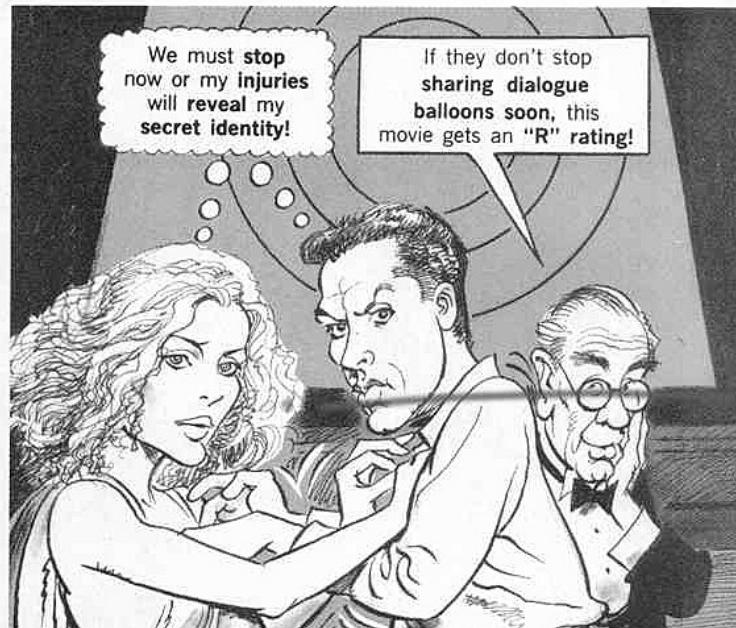
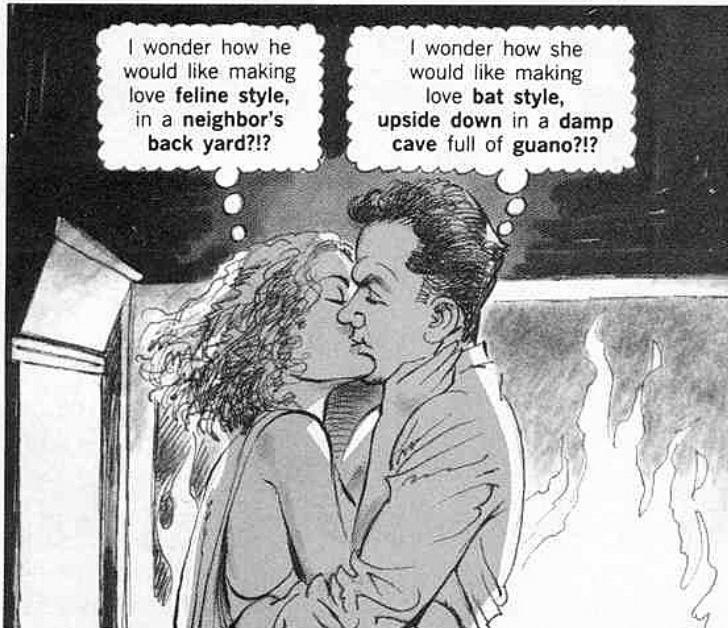
From
President
Bush's
policy
towards
Saddam
Hussein!

Why
are
you
trying
to
beat
up
on
me?

To prove to
the world that
women are as
rough and tough
and mean as men!
We're as good or
as bad as you are!

How did
you pick
up that
militant
women's
lib
jargon?

By another
accident!
Instead of
renting a
Chuck Norris
tape, I got
*Thelma and
Louise* instead!



Either these kids have been captured by The Penicillin or it's the first day of a new school term!

What are you up to, Neuman?

Penicillin is about to make a speech! I'm going to interrupt his television signal so that nothing comes over!

Are you sure you can do it?

Positive! I did it all the time when I worked for a cable TV company!

Things don't always work out the way you hope! I wanted to have my name up in lights. Instead I get my tush up in lights!

I'm going under! I knew I should have started at the shallow end!

I haven't the heart to tell him this is the shallow end! Goodbye, Penicillin! We won't be seeing you again!

That's not my fault! If this script had been better, they might have brought me back for a sequel!

I feel empty and unfulfilled!

Ha, ha, ha! I got my revenge at last!

I recognize that voice!

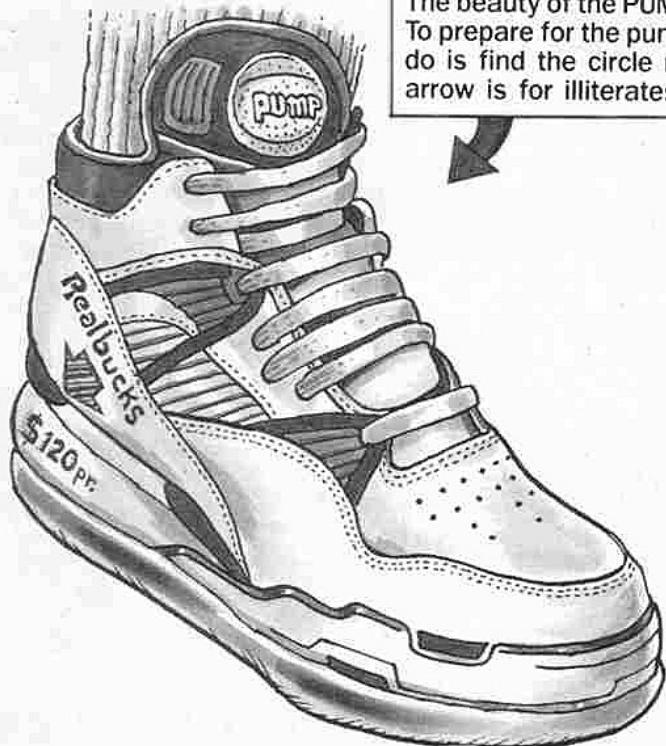
It was I, The Jerker, who wrote the terrible screenplay for this miserable movie! Die of embarrassment, Caped Crusader! Revenge is mine!!! HA! HA! HA! HA! HA!

ALL JAFFEE DEPT.

The Pump Shoe offers incredible benefits. No, not for your feet, silly—for the owners of the company that makes them! This product has single-handedly (or is it single-footedly?) pumped up sales and inflated the incomes of everyone selling them. But why should they be the only ones to swell their bank accounts? Why not expand the profits in various industries with...

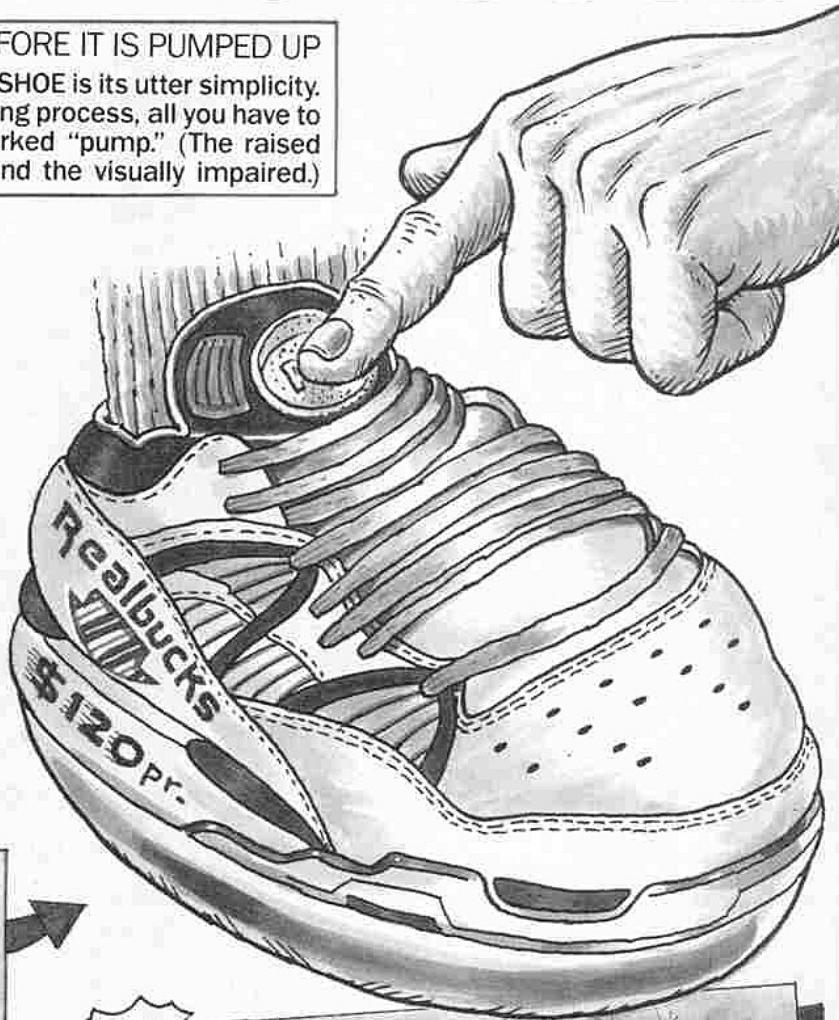
THE PUMP IDEA IN OTHER PRODUCTS

ARTIST AND WRITER: AL JAFFEE



THE PUMP SHOE BEFORE IT IS PUMPED UP

The beauty of the PUMP SHOE is its utter simplicity. To prepare for the pumping process, all you have to do is find the circle marked "pump." (The raised arrow is for illiterates and the visually impaired.)

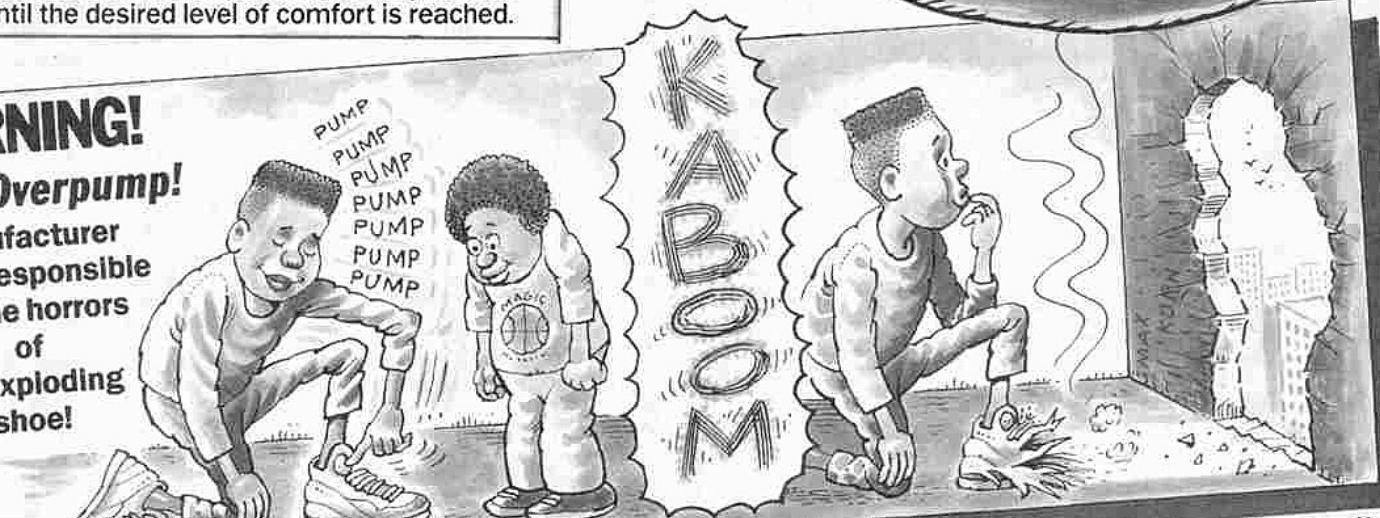


THE PUMP SHOE AFTER IT IS PUMPED UP

After finding the circle marked "pump," it's simple to produce the PUMP SHOE effect. Using any convenient finger, push vigorously in and out until the desired level of comfort is reached.

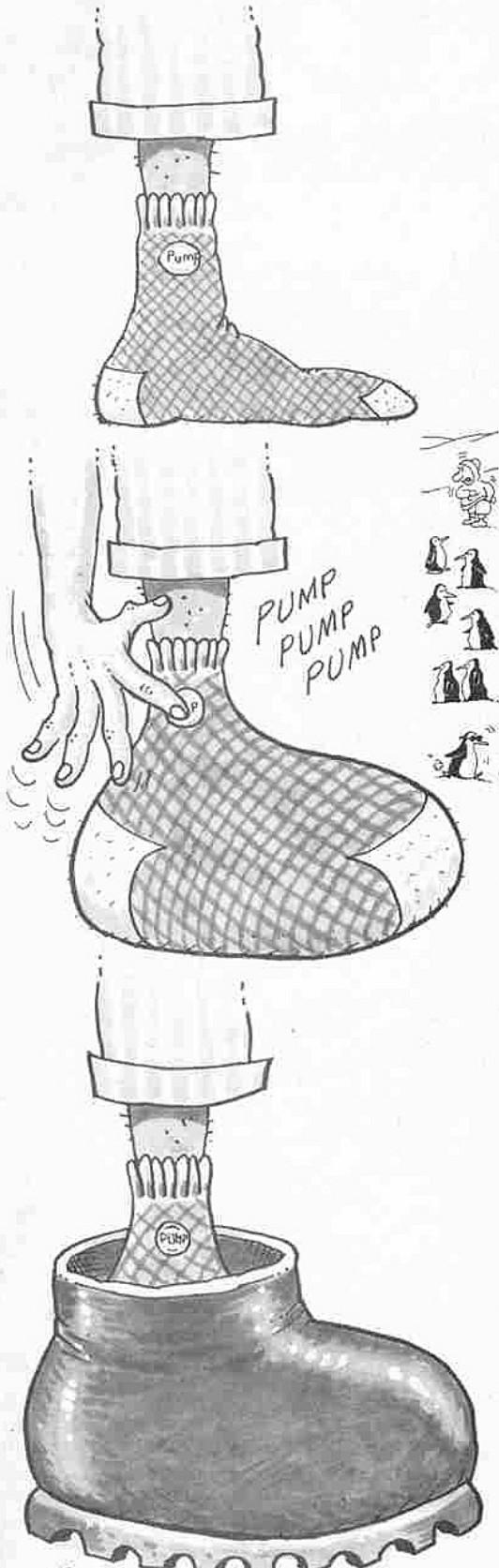
WARNING! Do Not Overpump!

Manufacturer
is not responsible
for the horrors
of
an exploding
shoe!



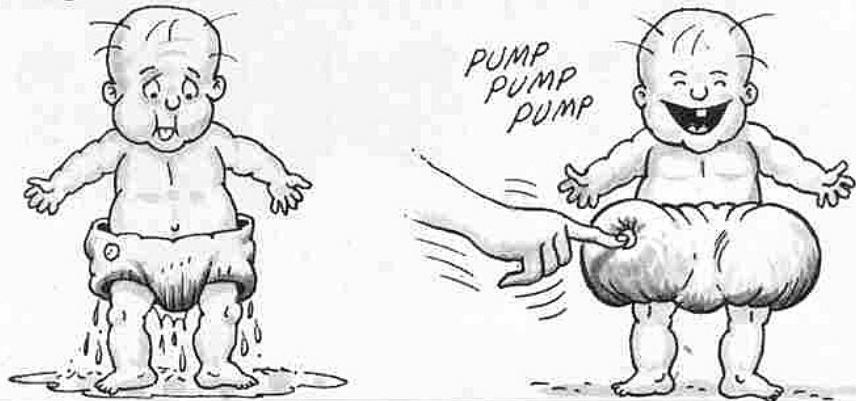
THE PUMP SOCK

This idea goes the Pump Shoe one better. In fact, you don't even need a Pump Shoe with this hot little item. It makes EVERY shoe a Pump Shoe! No matter how oversized your shoe, boot, or fishing wader, the PUMP SOCK expands inside to make a comfortable and cozy fit!



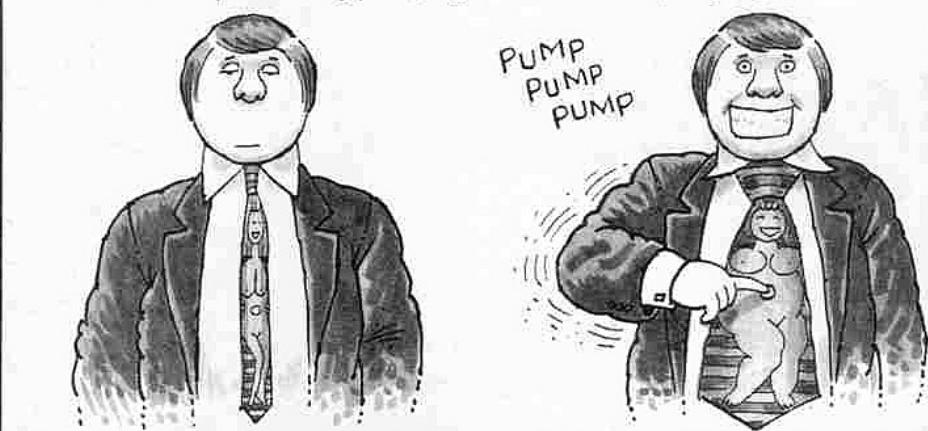
THE PUMP DIAPER

No matter how they try they never completely succeed in making disposable diapers leakproof. Babies come in too many different sizes and shapes! The PUMP DIAPER solves this problem by tightening snugly around every part of the baby that could possibly produce unwanted fluids. (CAUTION! When deflating, do so in a large, well-ventilated room with adequate drainage!)



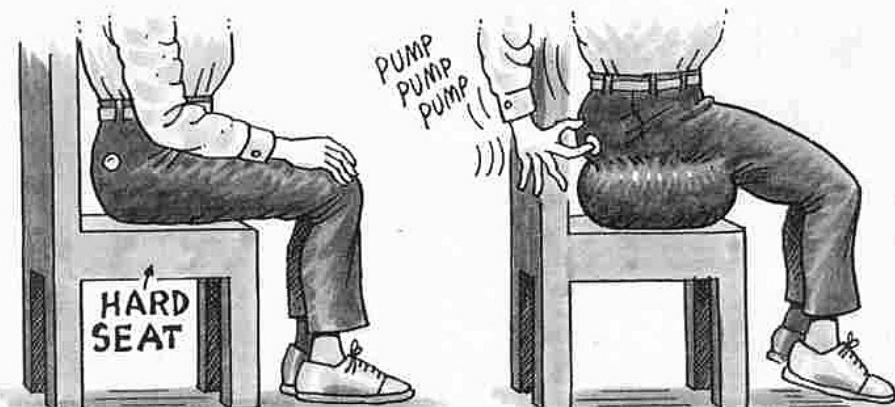
THE PUMP TIE

This may seem trivial, but for some it's a godsend! Poor wretches like accountants and lawyers must wear ties every day. Tie fashions go from narrow to wide and back without warning and always after you've thrown the old ties away! Staying in style is confusing and expensive. The PUMP TIE solves the problem by pumping in for wide and pumping out for narrow!



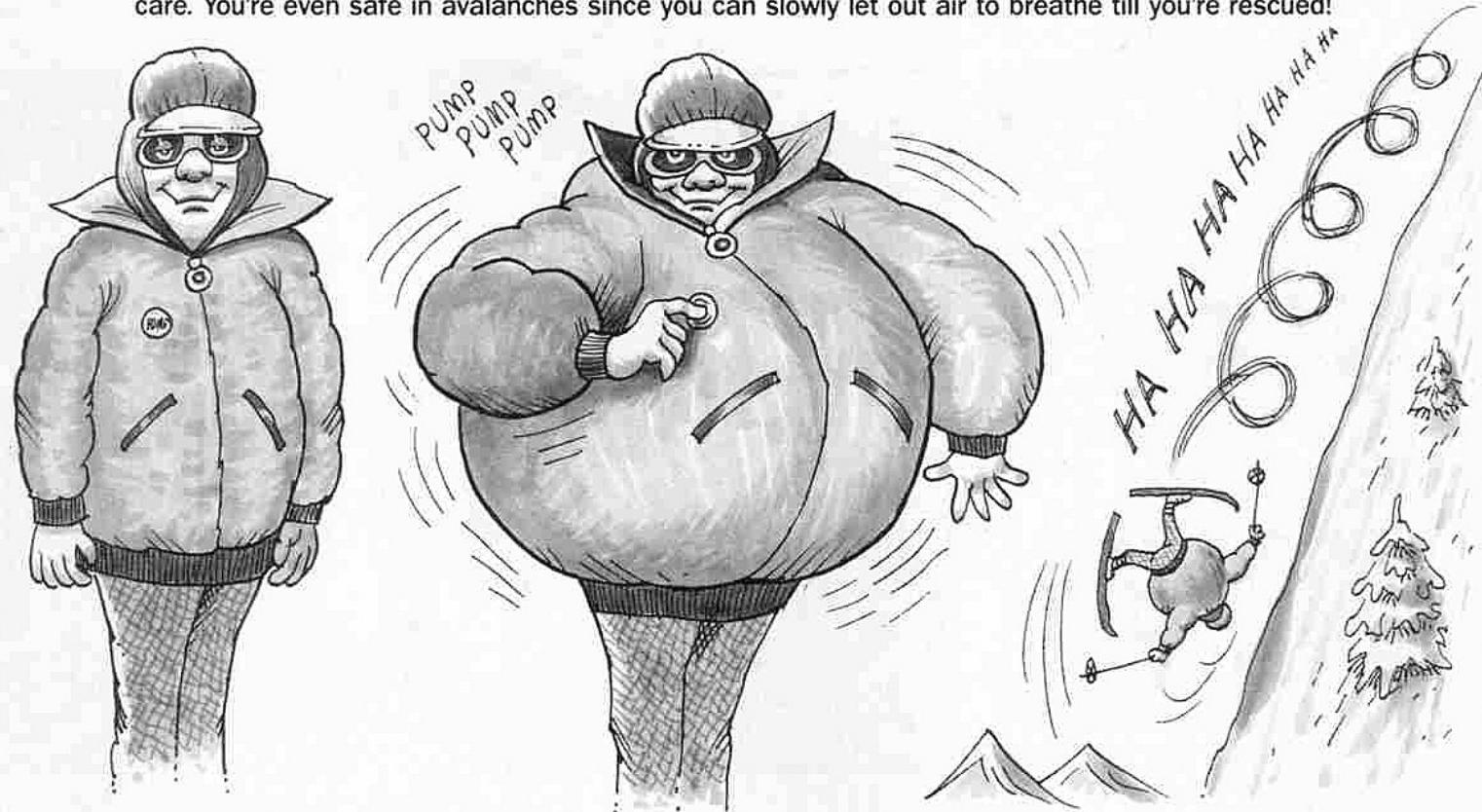
THE PUMP PANTS SEAT

Anyone who's ever sat through a long meeting on a hard chair knows what a pain in the butt that can be! With PUMP PANTS the pain is gone! Now plastic chairs, hardwood benches and cement stadium stairs are no longer instruments of torture. (WARNING! Be sure to deflate PUMP PANTS before walking out onto the street, or others may suspect you have a serious bodily control problem!)



THE **PUMP** SKI JACKET

Once inflated, the PUMP SKI JACKET prevents injuries! You can safely smash into trees and rocks, roll down steep slopes, fall from ski lifts and otherwise make a complete fool of yourself without fear or care. You're even safe in avalanches since you can slowly let out air to breathe till you're rescued!



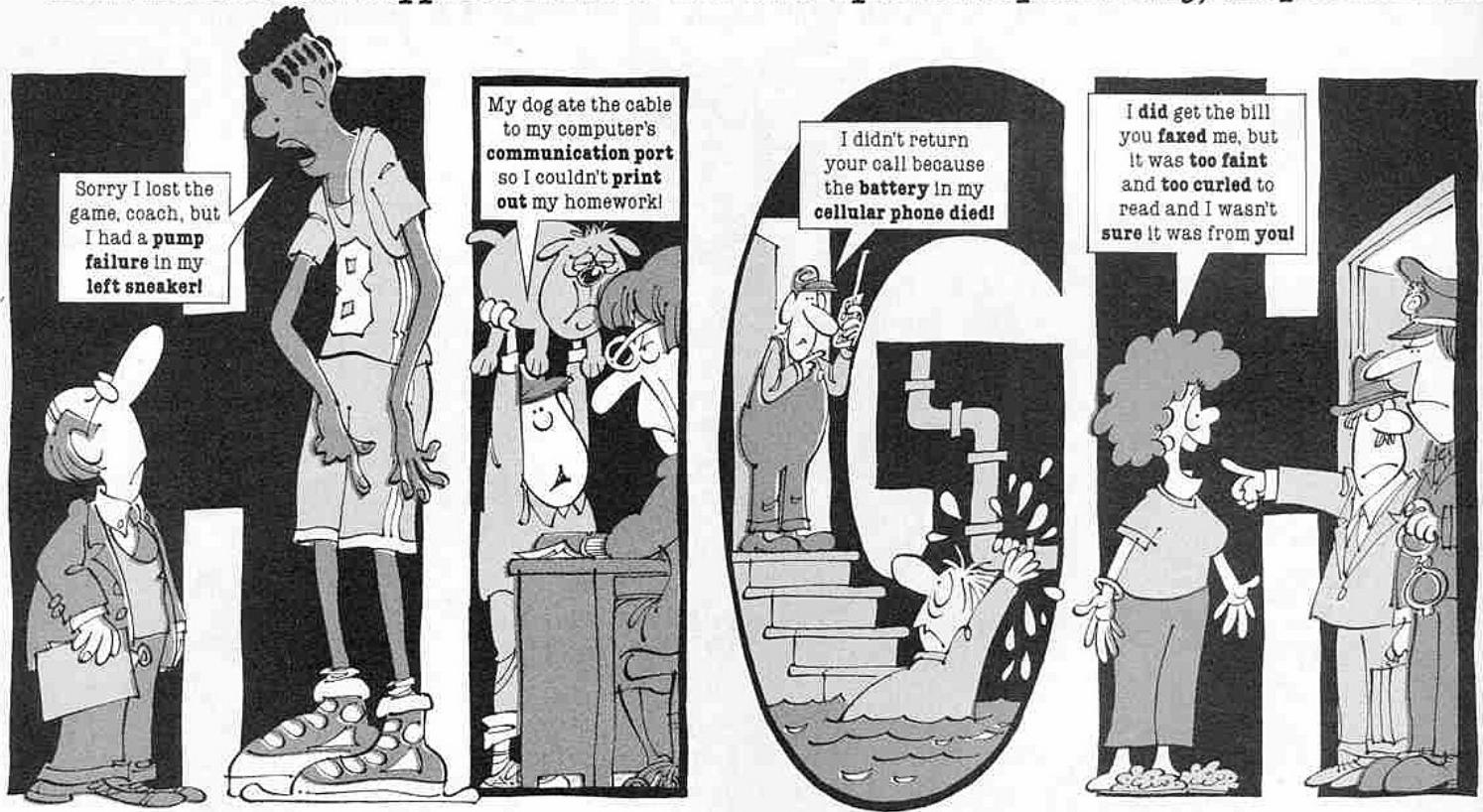
THE PUMP GLOVE

The PUMP GLOVE inflates to provide a cushion of air that protects the hand from many hazards. Ice, fire, and closing subway and elevator doors are no threat while wearing these! The only time the PUMP GLOVE should not be used is when fighting. Although your hand would be protected when you threw a punch, your nose would not be when you received one (unless, of course, you're able to pull the glove over your head!).



AN EMBARRASSMENT OF RICHARD'S DEPT.

We are unable to bring you the article originally scheduled for these pages due to a malfunction in the apparatus of our Web Offset presses. Specifically, the problematic



FOR FORTH

**Quadracci cylinder would not operate correctly after it got caught on the Brennan/
Aspenson lever! If you believe this excuse, then you're sure to believe these other...**

I'd like to pay you the
money I owe you, but
I forgot my **Personal
Identification Number**
and now I can't get
any money from the
Automatic Teller Machine!

I have to **hang up** now,
Mom! You can't hear it
on **your end**, but **my
neighbor's cordless phone**
is **interfering** with the
signal on **my cordless phone!**

I **would have called you**,
but I got your **fax**, your
modem, your **home**, your
office and your **cellular**
numbers all **mixed up!**

I'm **sorry** I missed
my appointment, doc,
but my **electronic
organizer crashed!**

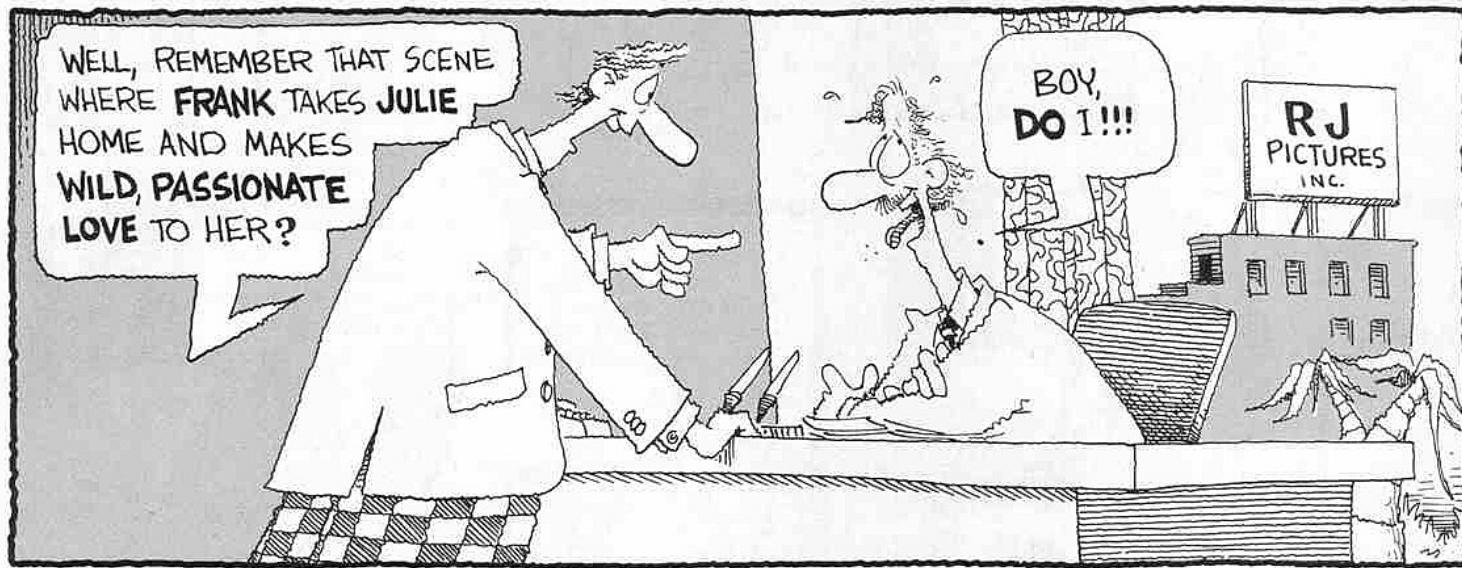
I didn't embezzle
two million dollars,
your honor, it must've
been a **computer virus!**

I'd love to watch that
six hour video tape of
your kids at camp, but
you're a **Super Beta family**
and we're still a **VHS family!**

I didn't shave because
using lather from my
aerosol can only further
damages the **ozone layer!**

E 90's

DRAMA ON PAGE 16



ARTIST: JOHN CALDWELL

WRITER: TERRY COPELAND



CALDWELL

DOOM WITH A VIEW DEPT.

Now that the havoc-filled era known as the 20th century is finally drawing to a close, happy little idealists have begun to crawl gleefully out of the woodwork with a myriad of rosy predictions for the up-and-coming century. While we at MAD do find these optimists altogether cute and cuddly, we refuse to believe that all the world's wrongs will be righted once that big number 2 rolls around. As a matter of fact, given the relative calm-before-the-storm that was the very end of the 19th century, we've thought up a few speculations of our own about . . .

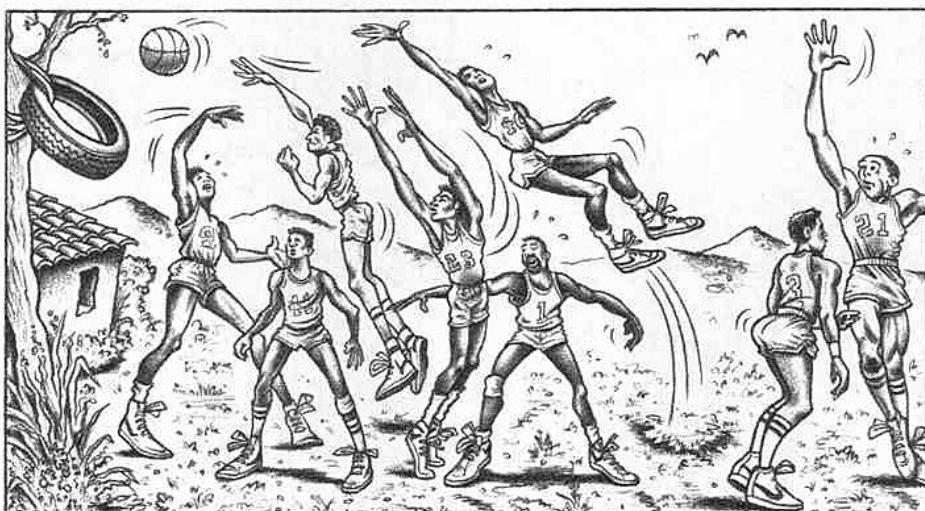


By 2075, the tabloids will have chronicled three more generations of the Kennedy family—many of them direct descendants of Teddy.

Why The **21ST CENTURY** May Be Even **WORSE** Than This One!

ARTIST: RICK TULKA

WRITER: TOM KOCH



The N.B.A. may continue overexpanding until the 2026 play-offs run well into 2028, and the finals pit Guayaquil, Ecuador, against Pitcairn Island.



Around 2036, we will have a string of U.S. presidents who trained for the job by playing video games and listening to the philosophy of Sinéad O'Connor.

All the kids who appeared on "The Cosby Show" will be middle-aged performers still trying to cash in on their cuteness.

The Forbes Magazine list of the 400 Richest Americans for the year 2009 will be composed entirely of former restaurant bus boys, each of whom won the jackpot in his state's lottery.



The area that was formerly the Soviet Union will have been sub-divided into so many smaller countries that every Russian will be working in New York as a United Nations delegate.



Antique dealers will be asking \$350 for one of those gosh-awful plastic dancing Coke cans like your parents just threw away.

Those entering nursing homes will run the risk of having to share a semi-private room and bath with either Andrew Dice Clay, Sandra Bernhard or Axl Rose.



Dan Rather will retire while Geraldo Rivera is still young enough to apply for his job.

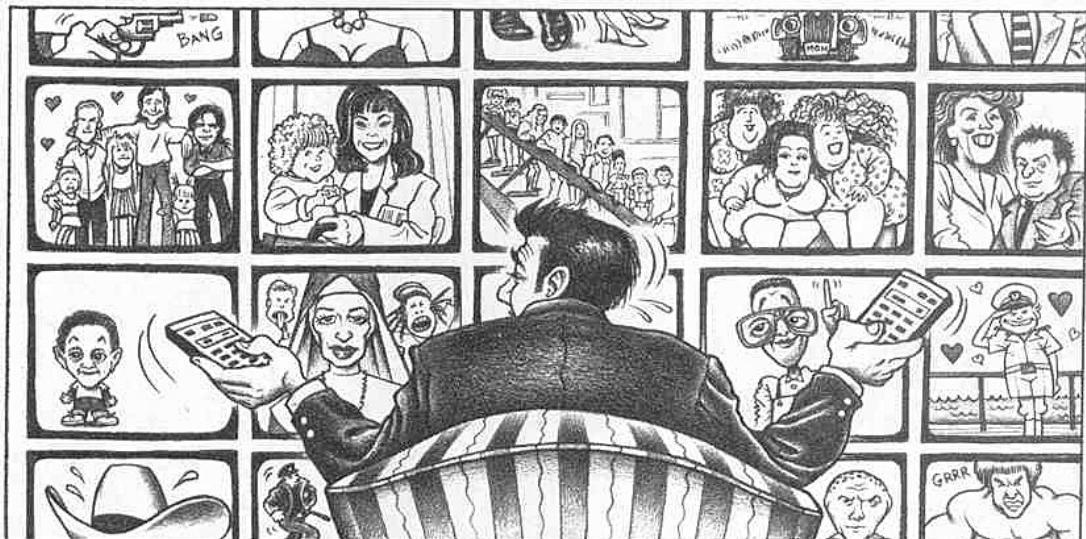


State-of-the-art oil tankers will be roughly five times as big as any now in use—and a whole bunch of them will be owned and operated by Exxon.

The world's nuclear powers will include not only Iraq, but also North Korea, the PLO, and the nasty street gang that terrorizes your neighborhood.



Those convicted in the Savings & Loan Scandal will be out of prison and back at work in their Savings & Loan offices.



By 2009, there will be enough TV channels to allow all the lousy shows ever made to be re-run simultaneously.



The first best-seller of the 21st century just might be Kitty Kelly's unauthorized bio of former First Lady, Marilyn Quayle.



The next century will witness the decline into middle age and senility of Michael Jackson—which won't be a pretty sight.



2099 could very well be the Chicago Cubs' 155th straight season without a pennant.

BEHIND THE CREATE BALL DEPT.

Now, a look at the moment before the creation of...

SMALL BUT SIGNIFICANT INVENTIONS OF THE PAST

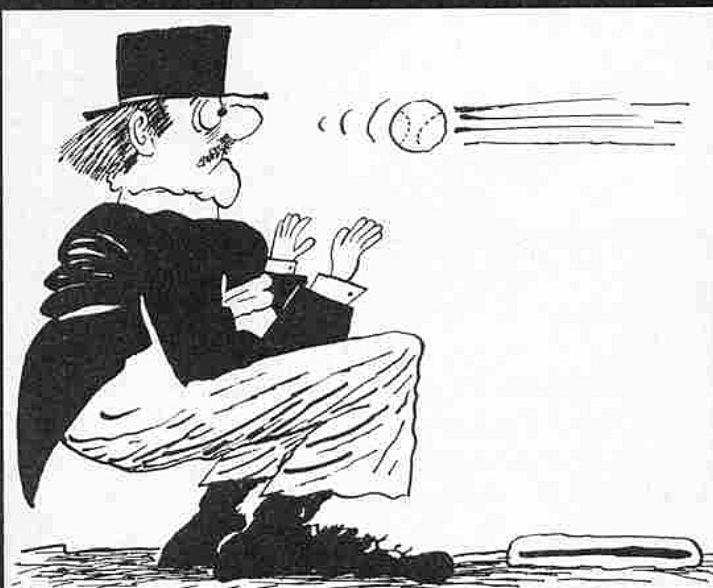
ARTIST AND WRITER: PAUL PETER PORGES



The Wallet-Sized Photo



The Chimney



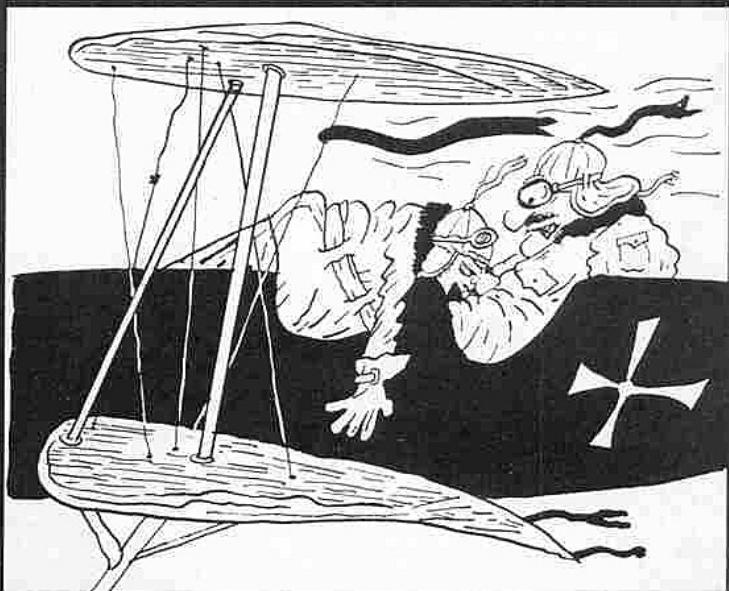
The Catcher's Mask



The Magnetic Game Board



The Spare Tire



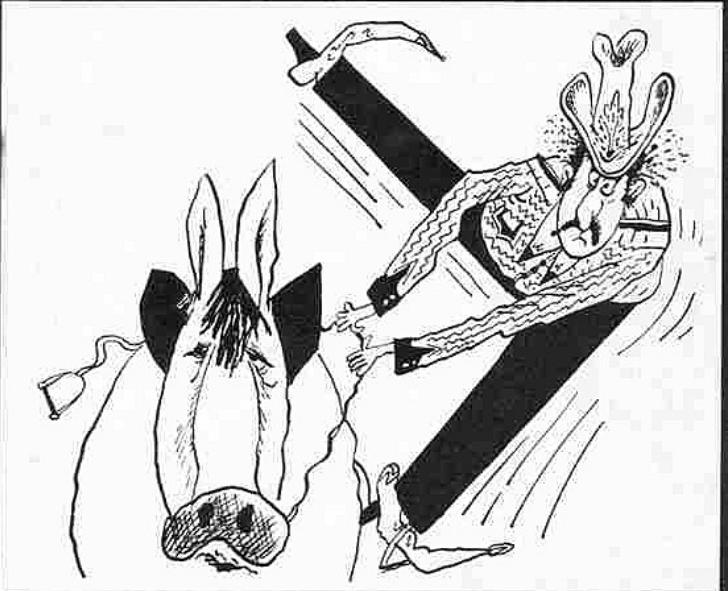
The Barf Bag



The Tea Bag



The Windshield Wiper



Fabric Softener



The "Hold" Button

How has the Soviet Union changed for Russian consumers since the fall of communism?

The Soviet Union used to be one large country with lots of shortages. Now it's eleven small countries with lots of shortages!

Why did the Russian consumer cross the road?
The lines looked shorter on the other side!

How can you tell when a National Enquirer reporter starts telling the truth?
He gets fired!

What's the best way to make a disgruntled postal employee stop killing his co-workers?
Tell him it's his coffee break time!

How many disgruntled postal employees does it take to change a lightbulb?

Disgruntled postal employees don't change lightbulbs, they shoot them out with the ammo they have left over after killing ten or twenty of their former co-workers!

Why do commuter train engineers hate derailments?
It makes them spill their drinks!

QUIP-CHANGE ARTISTS DEPT.

Caroline's Comedy Club

NEW TWIS



Why did the former child TV star cross the road?
To escape police chasing him for either shoplifting, drug trafficking, or soliciting a transsexual prostitute!

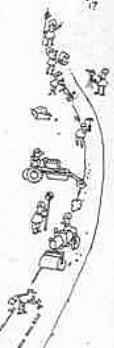
Why did the euthanasia advocate cross the road?
To pull the plug on a terminally comatose patient so he could get to "the other side."

What's the difference between euthanasia and watching the Buffalo Bills in the Super Bowl?
Euthanasia is painless!

How many former child TV stars does it take to change a lightbulb?
Former child TV stars can't afford a lightbulb because their parents and managers have squandered their money!

What's the difference between euthanasia advocates and David Duke supporters?
Euthanasia advocates have no use for the braindead!

How many euthanasia advocates does it take to change a lightbulb?
One. But he changes it before it burns out, so the lightbulb can "go with dignity."



ISTS ON OLD JOKES

ARTIST: MORT DRUCKER

WRITER: DENNIS SNEE



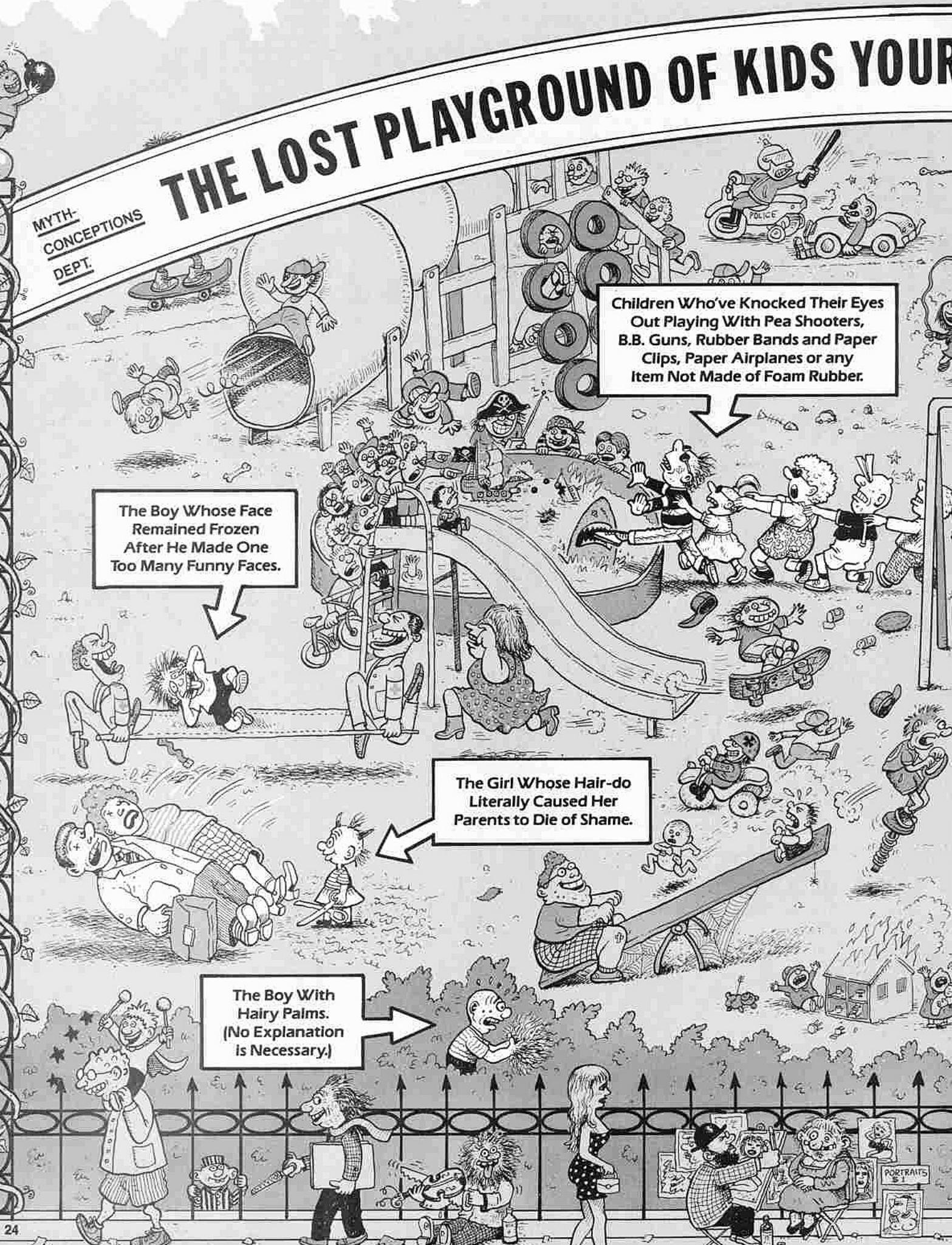
THE LOST PLAYGROUND OF KIDS YOUR

MYTH-
CONCEPTIONS
DEPT.

The Boy Whose Face
Remained Frozen
After He Made One
Too Many Funny Faces.

The Boy With
Hairy Palms.
(No Explanation
is Necessary.)

Children Who've Knocked Their Eyes
Out Playing With Pea Shooters,
B.B. Guns, Rubber Bands and Paper
Clips, Paper Airplanes or any
Item Not Made of Foam Rubber.



PARENTS ALWAYS TOLD YOU ABOUT

ARTIST: TOM BUNK

WRITER: BARRY LIEBMANN

BUT YOU'VE
NEVER SEEN
YOURSELF!!!

The Girl Whose Ears
Were So Dirty That
Vegetables Were
Growing Out of Them.

The Foreign Child Whose Existence
Somehow Depended Upon Whether or Not
You Finished All Your Creamed Broccoli.

The Sixth Grader Who
Played a Rock Album
Backwards and Instantly
Became a Satan Worshipper.

The Seven-Year Old Whose
Life Was Destroyed Because of
Bad Marks on His Permanent Record.

TOM
BUNK

MASSING PERSONS DEPT.

Farewell, Yuppies! Your greedy little world is crumbling. You're a vanishing breed. Take a look around and you'll see that you're being replaced by a host of new, trendy groups. Who are they, you ask? Well, pay attention as MAD presents...

WOJOS

(Workers Ousted by Japanese Owners)

Where They Hang Out

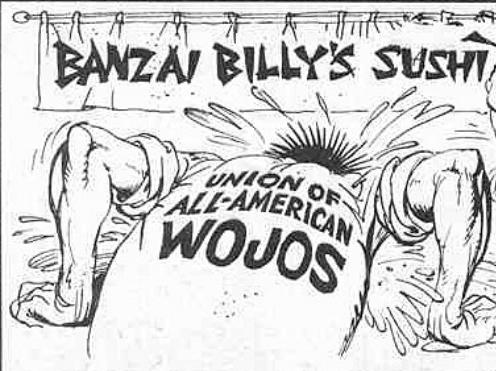
Unemployment lines

Favorite Pastimes

Rallying Cry

Weekend Activity

Spray-painting "Remember Pearl Harbor!" on Subarus



A SPOTTER'S GUIDE TO **TRENDY GR**



RASPIES

(Rugged All-American Super Patriots)

Identifying Marks

Tattoos of General Schwarzkopf in battle regalia

Natural Enemies

Liberals; wimps; card-carrying ACLU members

Favorite Activity

Weekend war games in the family bunker

Fondest Dream

Laws permitting flogging of flag-burners

COUPS OF THE '90s

FIRFEES

(Fleeced Investors Ruined Forever)

Identifying Marks

Prematurely gray hair; worry lines

Favorite Activity

Papering their bathrooms with worthless junk bonds and Savings and Loan stock certificates

Last Read

Eviction notices; bankruptcy petitions

Daily Exercise

Dodging creditors



ARTIST: GEORGE WOODBRIDGE

WRITER: FRANK JACOBS

EFTAHS

(Entire Families That Are Homeless)

Family Motto

"God bless our doorway"

Identifying Color

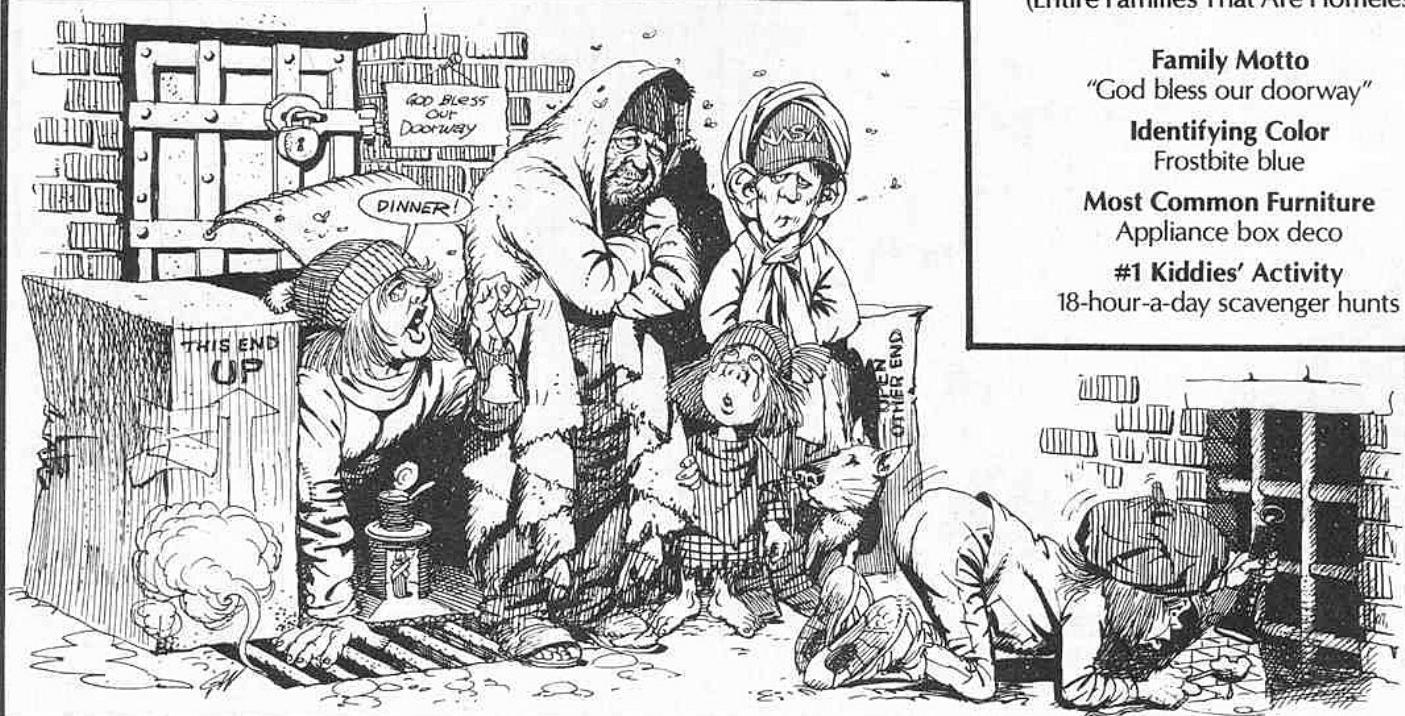
Frostbite blue

Most Common Furniture

Appliance box deco

#1 Kiddies' Activity

18-hour-a-day scavenger hunts



AYLAYS

(Aging Yuppies Lamenting Lost Youth)

Identifying Marks

Multiple face-lift scars; designer dentures; solid gold Life Alert Medical Transmitters

Where they hang out

Bloomingdales (on Senior Citizen Discount Day)

Chief Concern

Rolex rust

Newest Craze

Charging Depends undergarments on their American Express Card



ASQUAPS

(Americans Scared of Quayle As President)

Rallying Cry

"A Heartbeat Away—Oy Vey!"

Where Seen

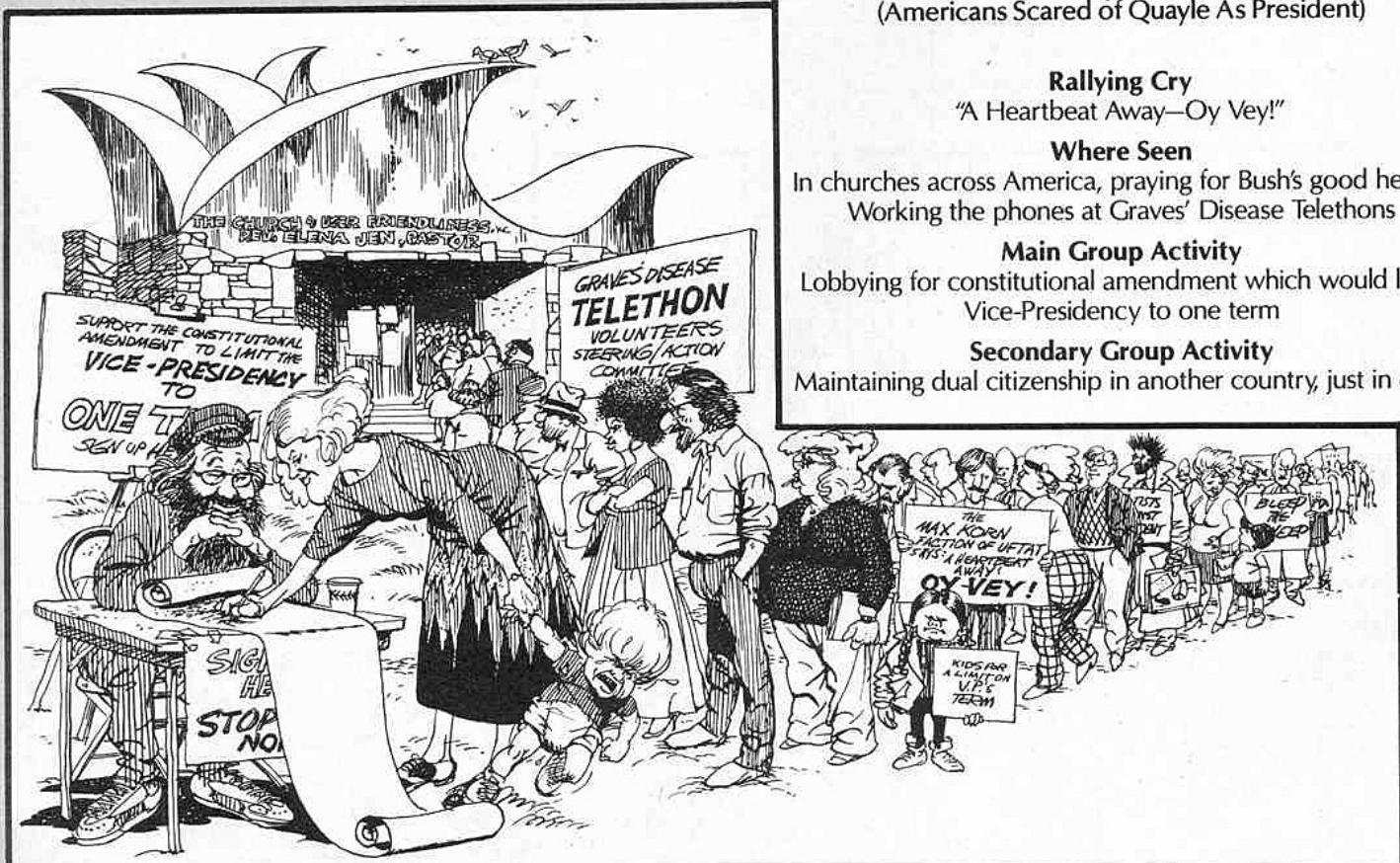
In churches across America, praying for Bush's good health; Working the phones at Graves' Disease Telethons

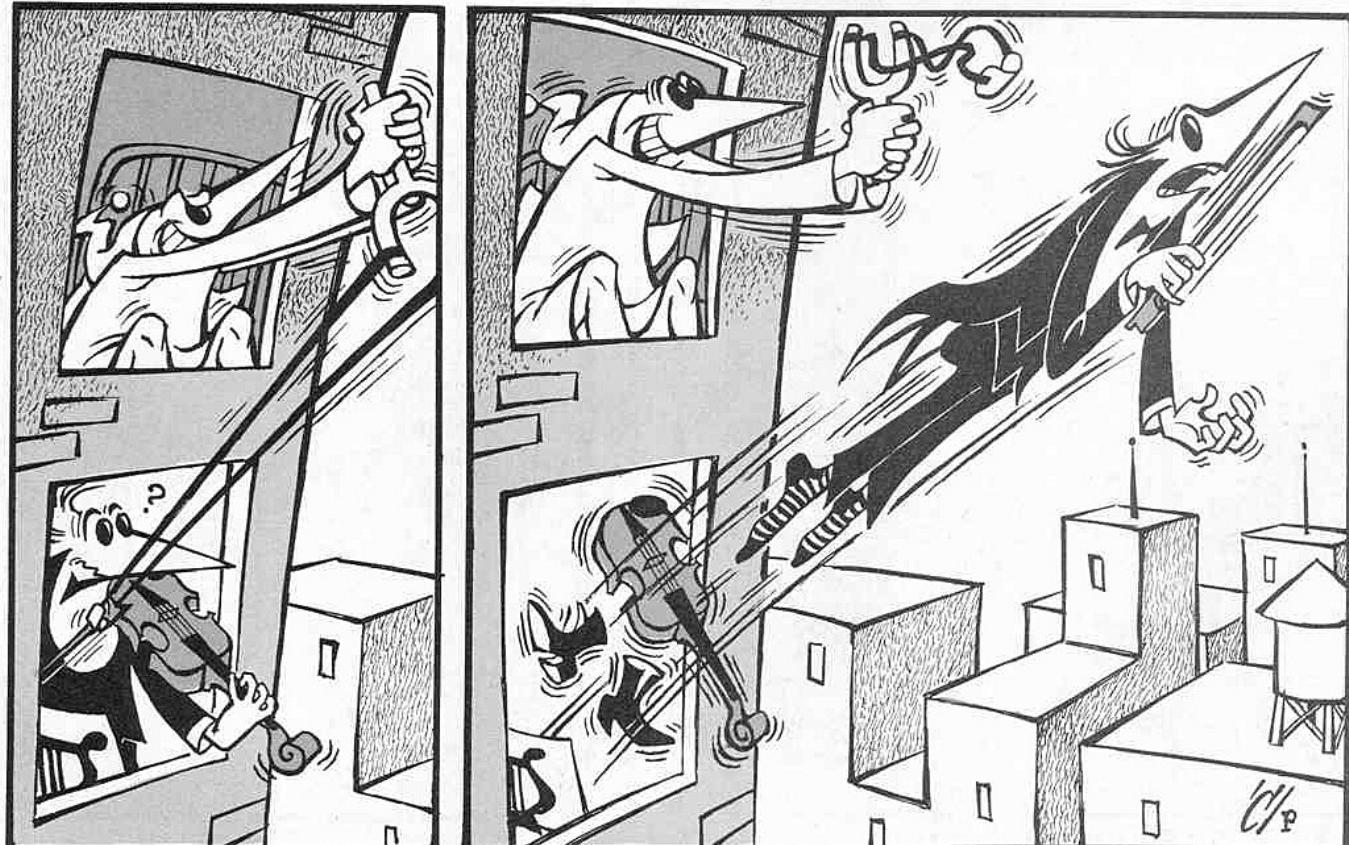
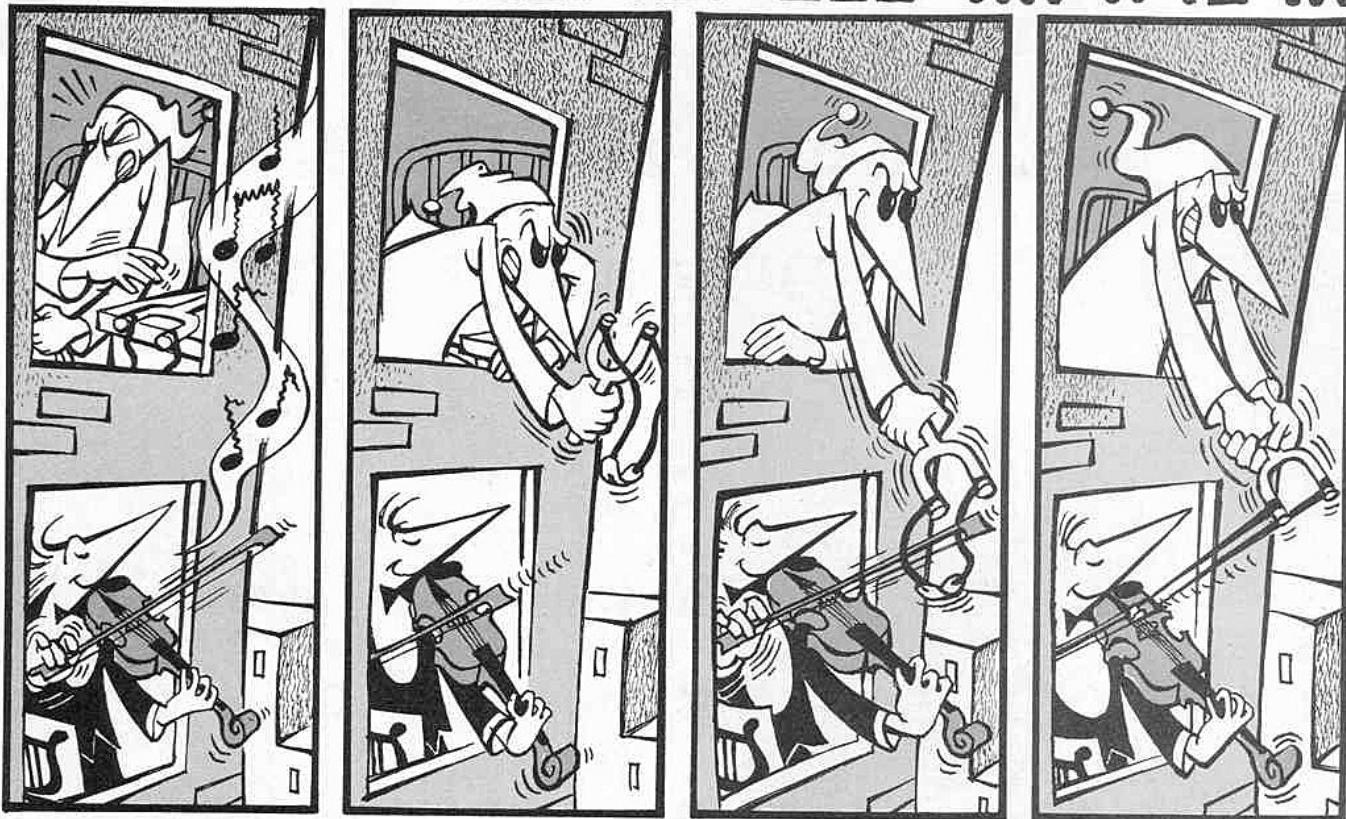
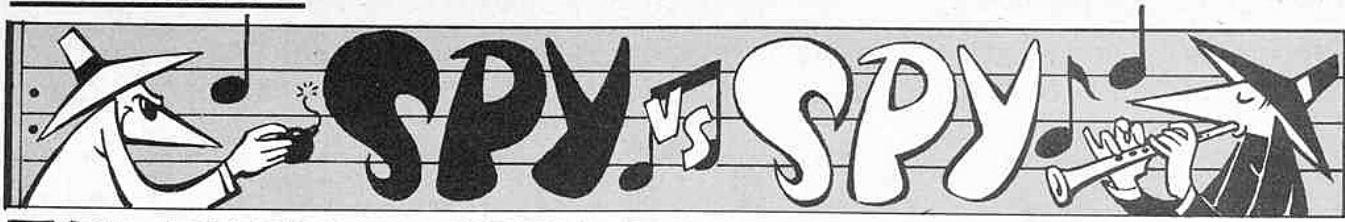
Main Group Activity

Lobbying for constitutional amendment which would limit Vice-Presidency to one term

Secondary Group Activity

Maintaining dual citizenship in another country, just in case

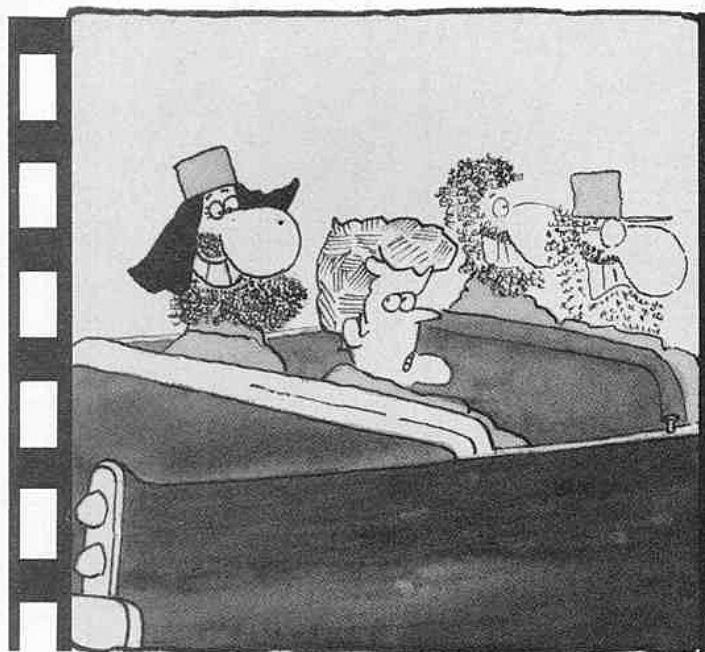




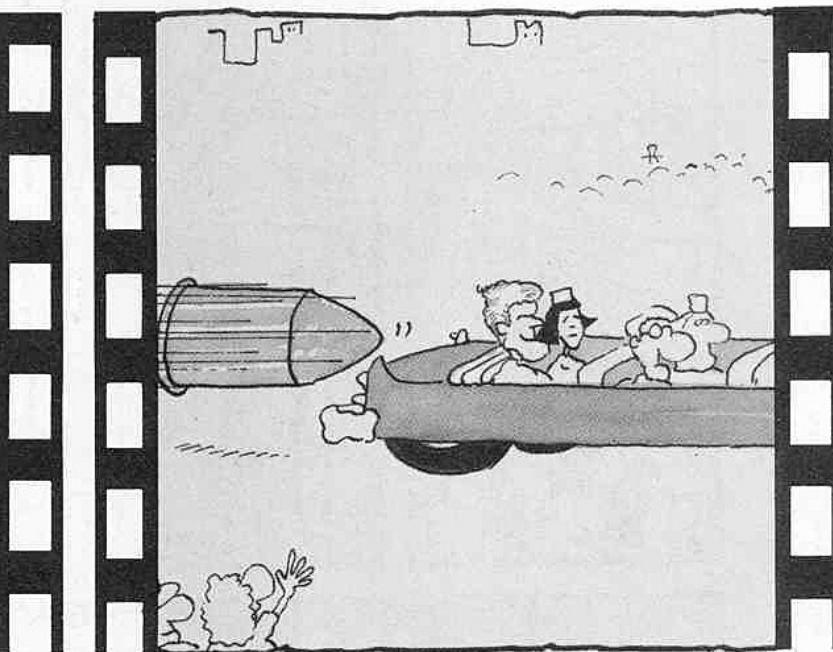
OMISSIONS ACCOMPLISHED DEPT.

His movie caused a national stir as he implicated everyone from the CIA to the Chief Justice of the Supreme Court in an assassination plot and coverup. But what many filmgoers don't

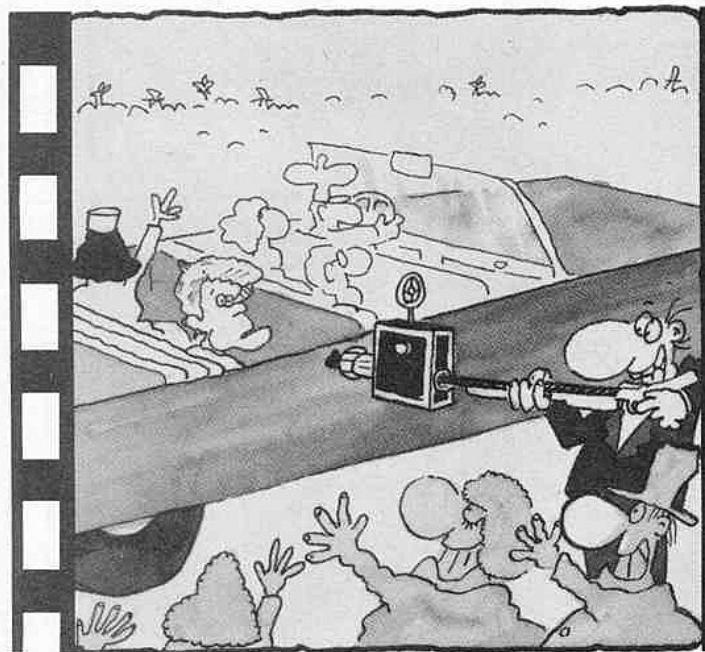
JFK CONSPIRA Oliver Stone Left on the



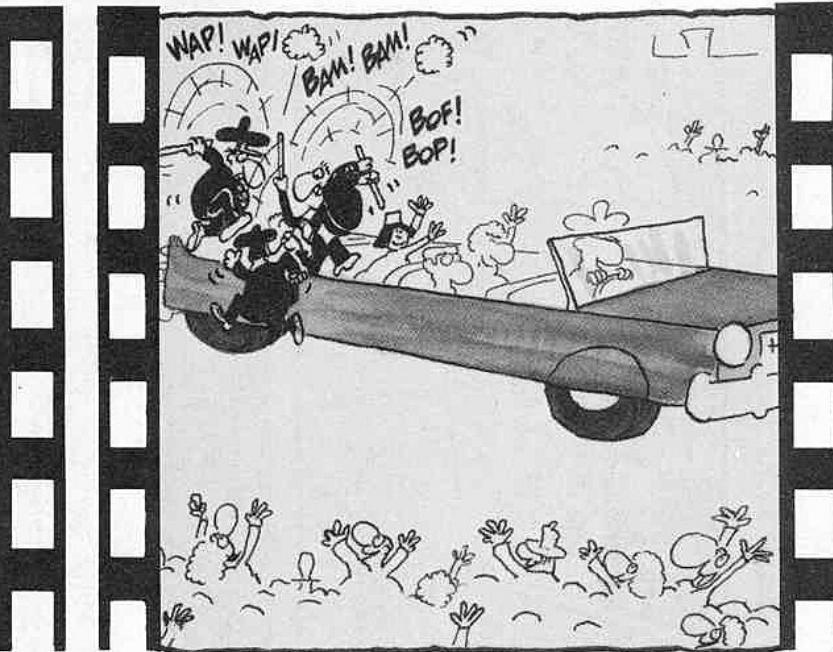
THE "CASTRO CONSPIRACY" THEORY



THE OTHER "SINGLE BULLET" THEORY



THE "ZAPRUDER HAD A GUN
IN HIS MOVIE CAMERA" THEORY



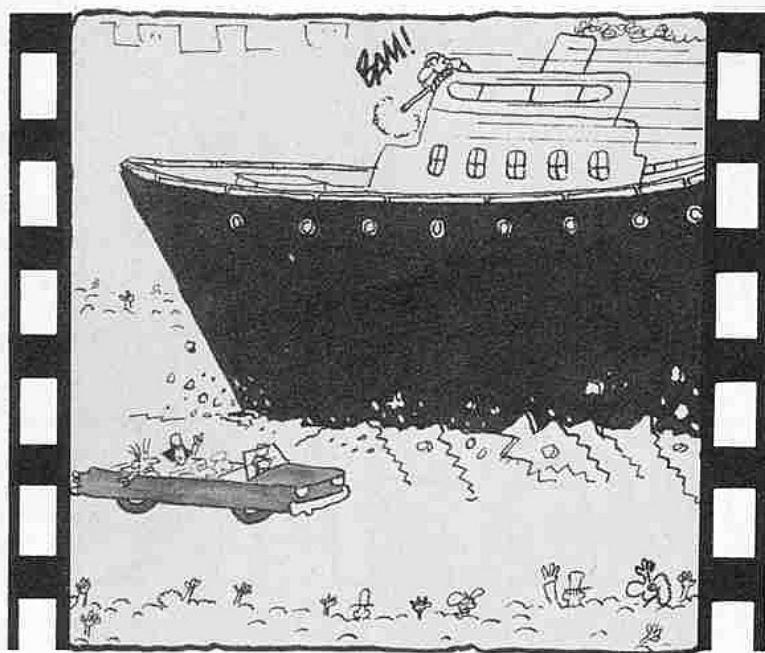
THE "L.A.P.D. DID IT" THEORY

know is that for every person or group that he implicated, Director Oliver Stone had many more suspicions that he was forced to remove! Now MAD reveals them for the first time in...

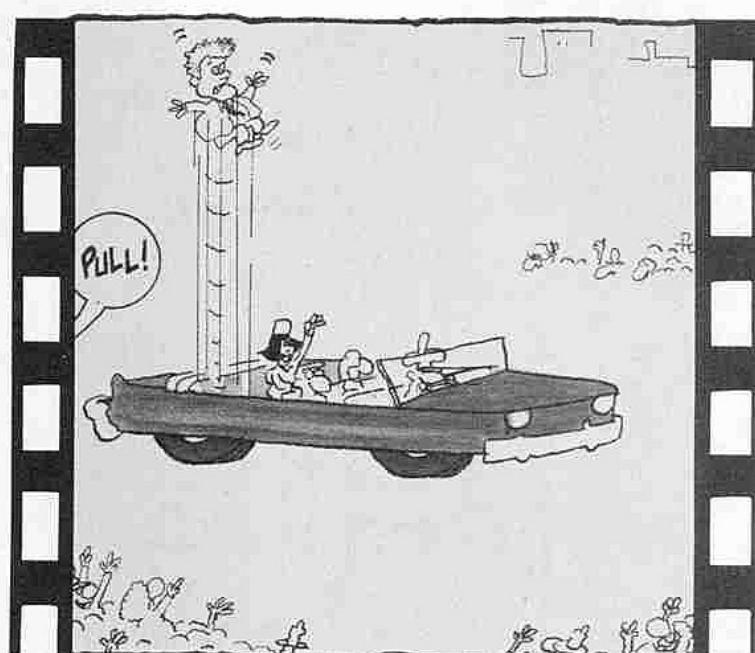
ACY THEORIES

Cutting Room Floor

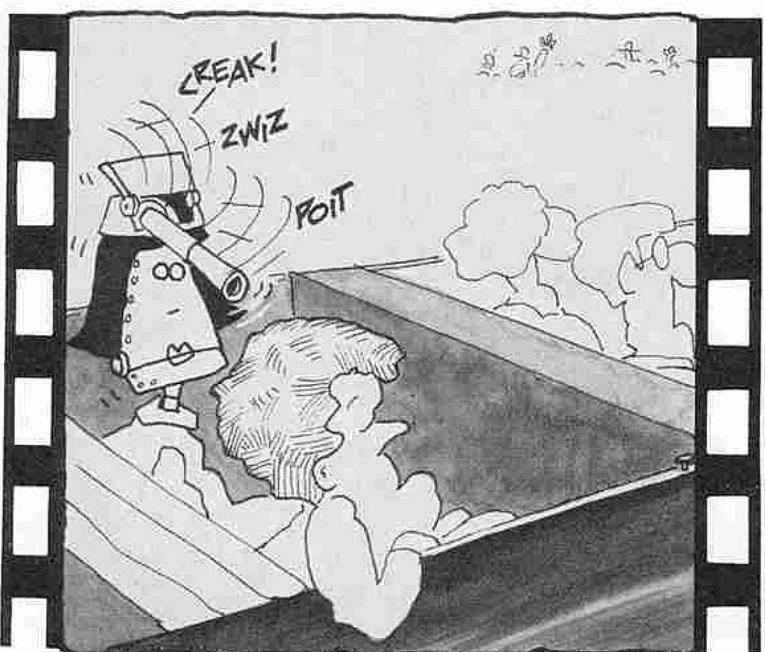
ARTIST AND WRITER: DUCK EDWING



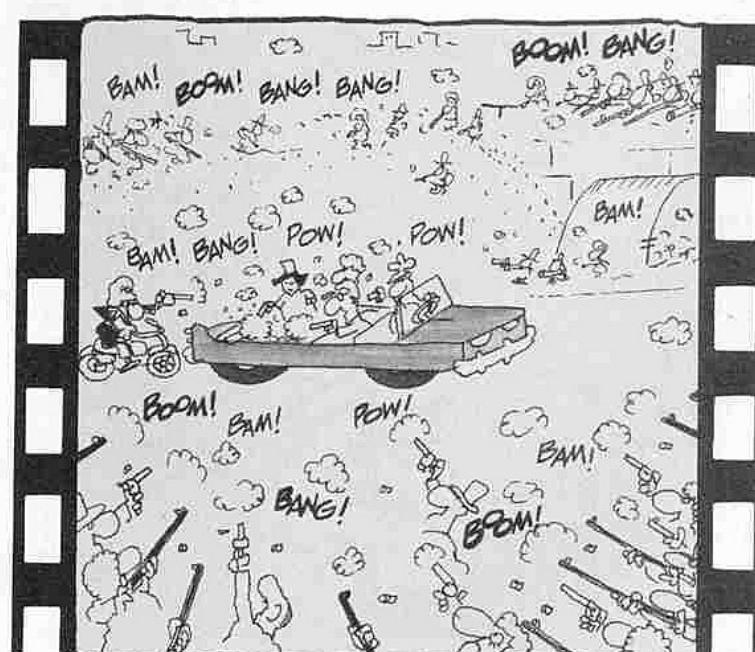
THE "ARISTOTLE ONASSIS DID IT SO HE COULD MARRY JACKIE" THEORY



THE "TRAP SHOOT" THEORY



THE "SWITCHED JACQUELINE KENNEDY FOR A ROBOT PILL BOX HAT" THEORY



THE "EVERYBODY DID IT" THEORY

TASTE

This chef never seems to be able to capture the flavor I like most in Chinese food...



...that cardboard box taste you get when you order take out!



BERG'S-EYE VIEW DEPT.

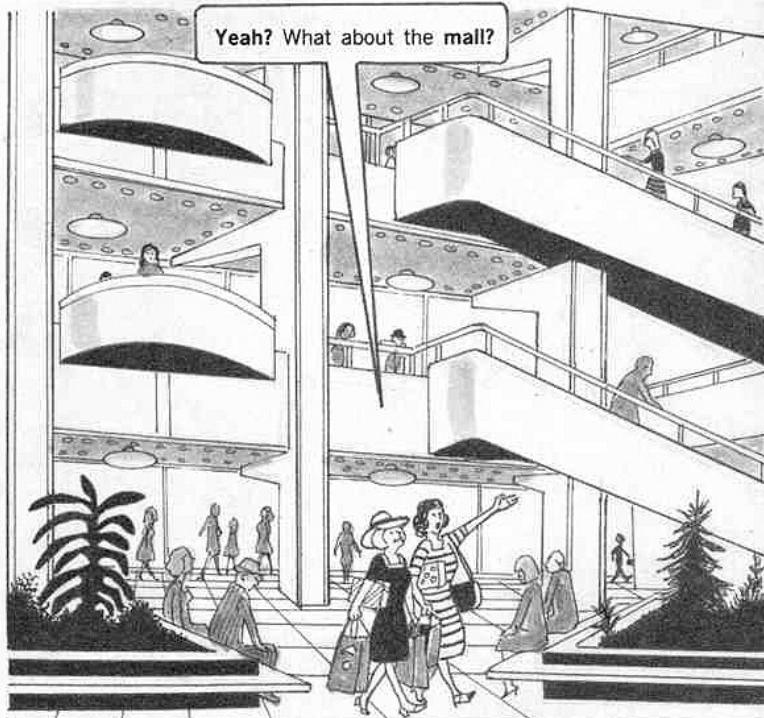
THE LIGHTE

SHOPPING

You know, I think my husband is right! He keeps saying that everything we buy is imported, and nothing we bought today was actually made in the U.S.A.!



Yeah? What about the mall?



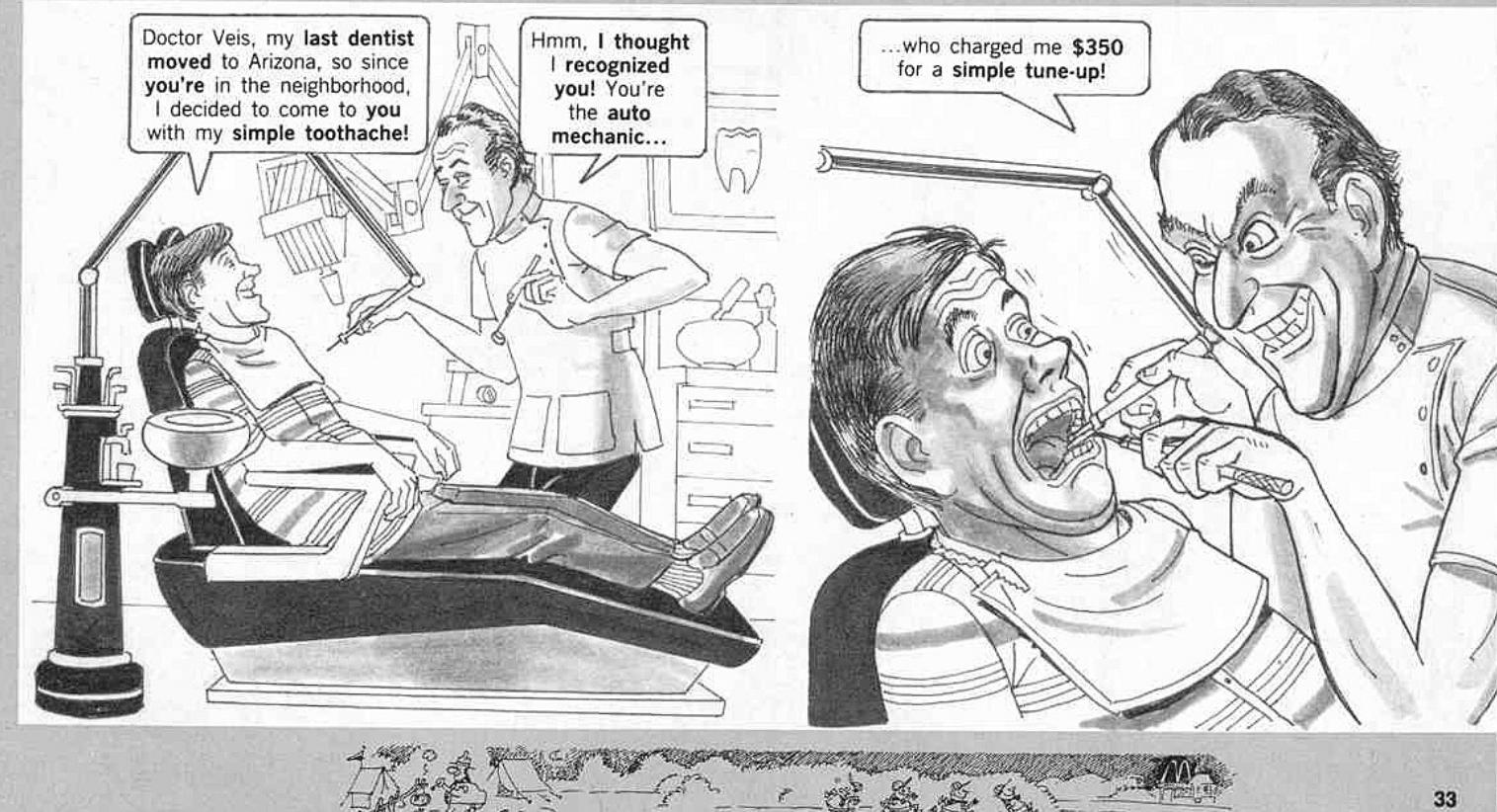
APPEARANCES



R SIDE OF...

ARTIST & WRITER:
DAVE BERG

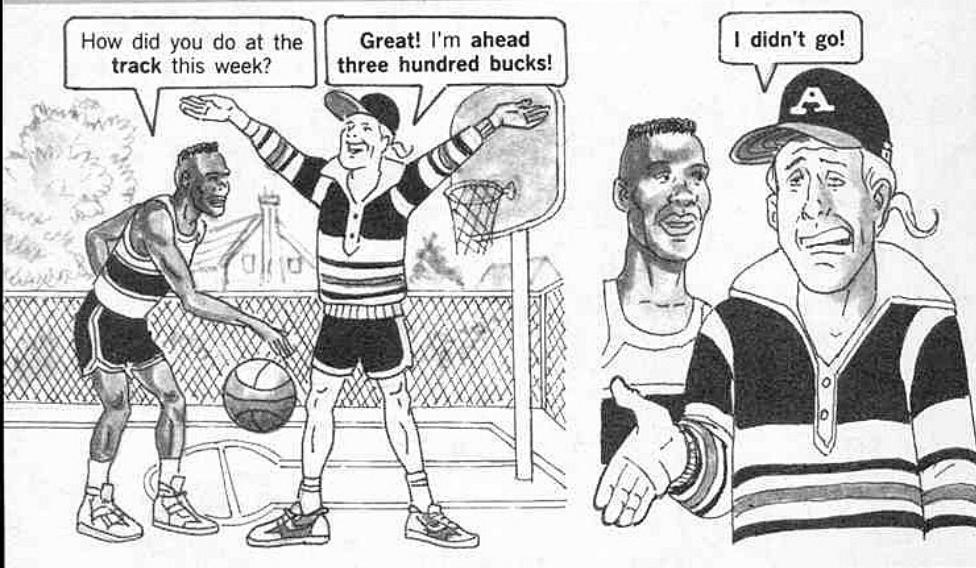
REVENGE



TECHNOLOGY



BEATING THE SYSTEM



MERCHANDISING



HOMEWORK



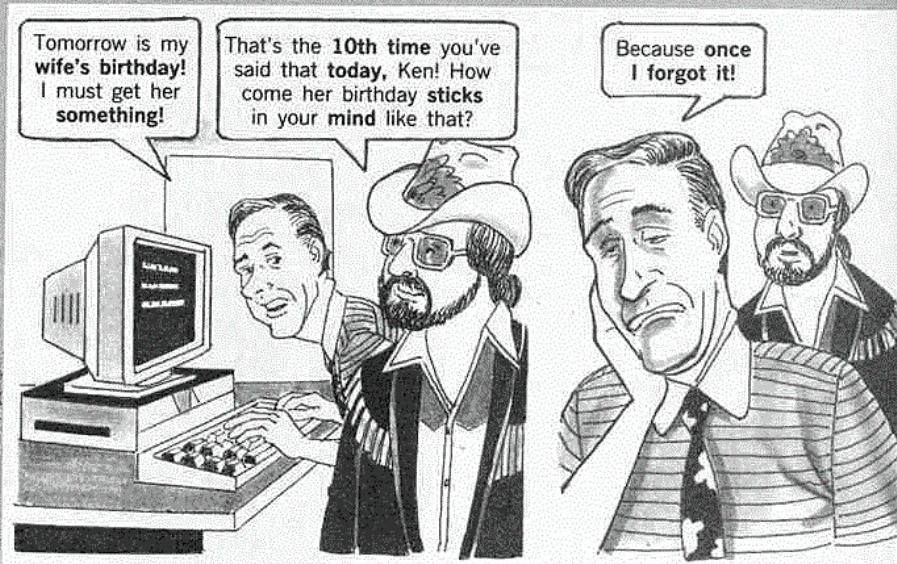
PRESENTATION



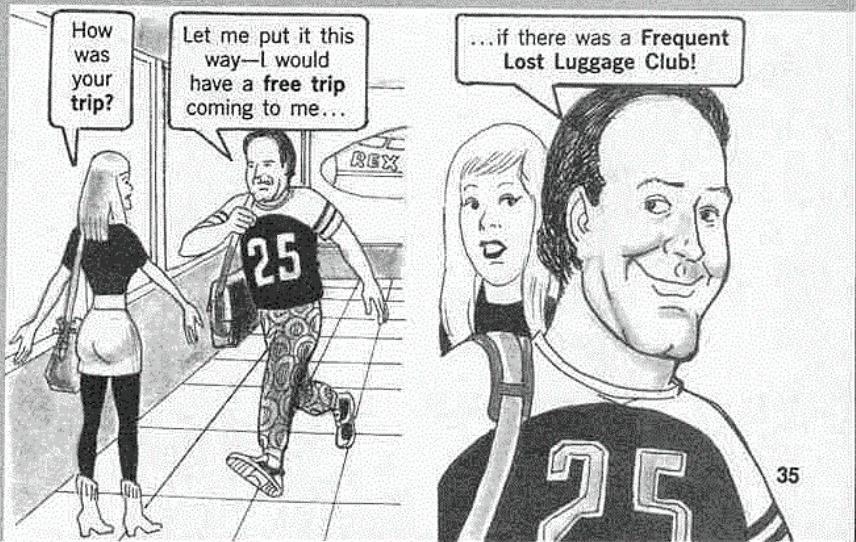
CHILDREN



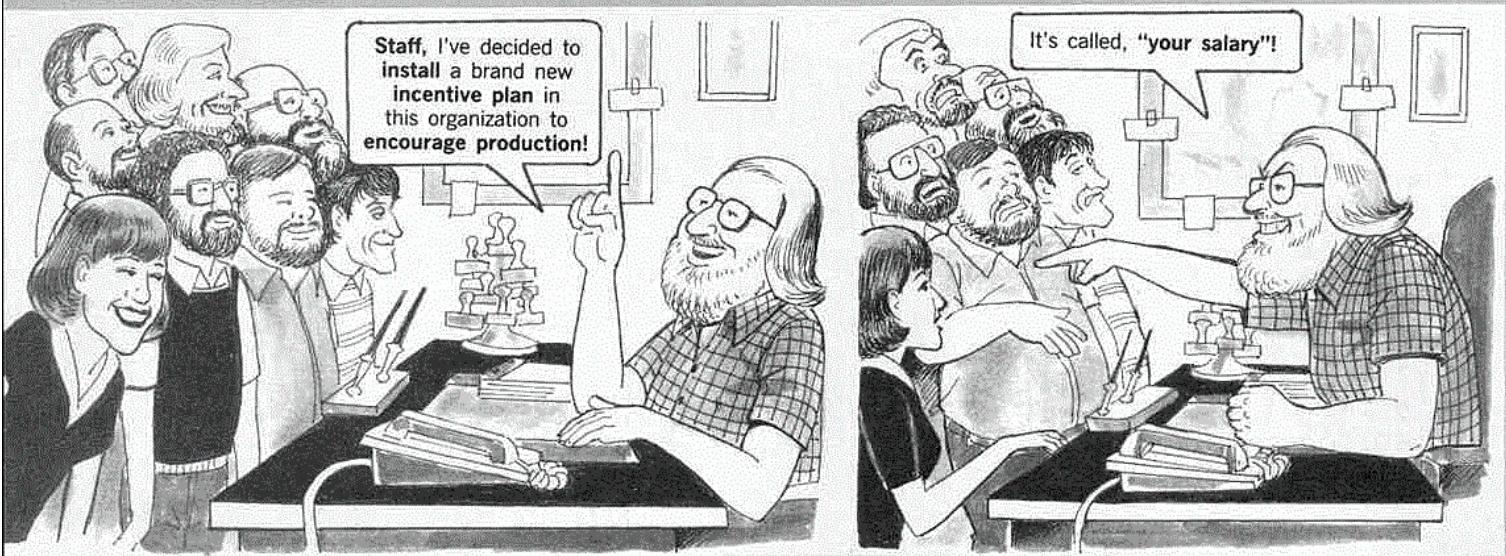
MEMORY



TRAVEL



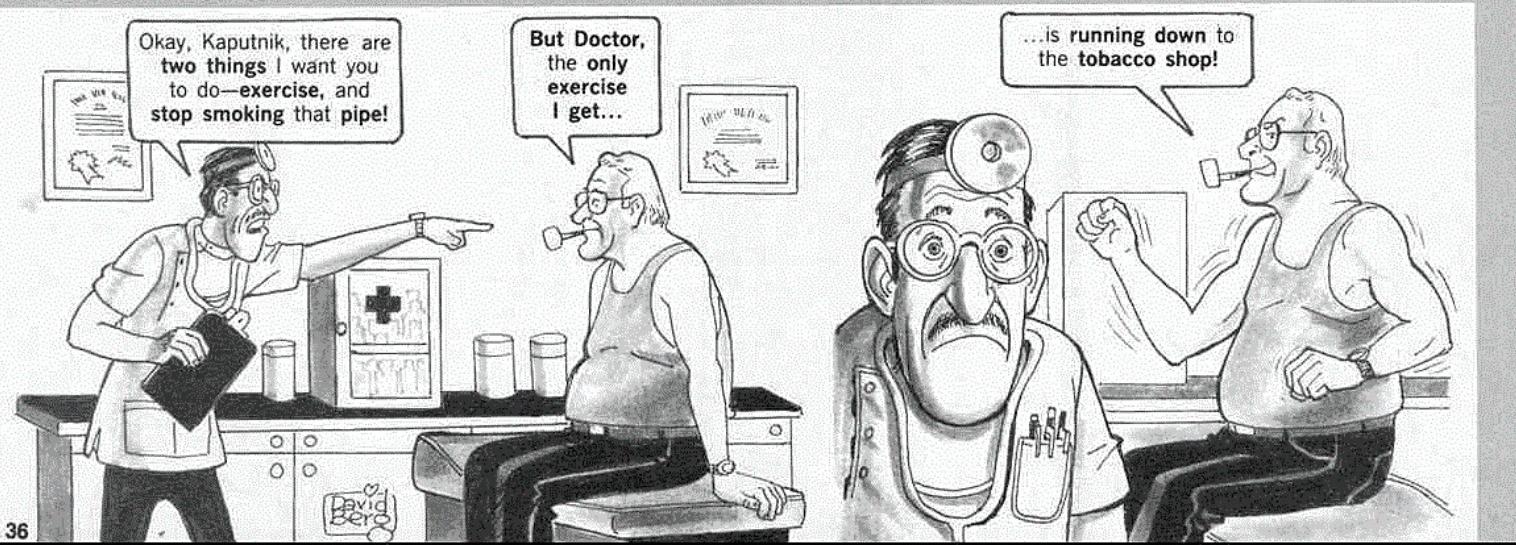
THE OFFICE



MAKE BELIEVE



DOCTORS



LITTLE SHOPS OF HORRORS DEPT.



MAD PRESENTS

Selected Scenes

FROM THE

Transylvania Mall

Villager MONSTER FIGHTING Supplies

BARGAINS GALORE

NOT DATCOUNT BUT DISCOUNT

Wooden Stakes

Be Prepared!
Full Moon
Timetable
Set your calendar
for "those days"

Wolfbane

PIANOS

Garlic Cloves
Ward off Vampires

ORGANS

Silver Bullets
By the Box-Buy the Box

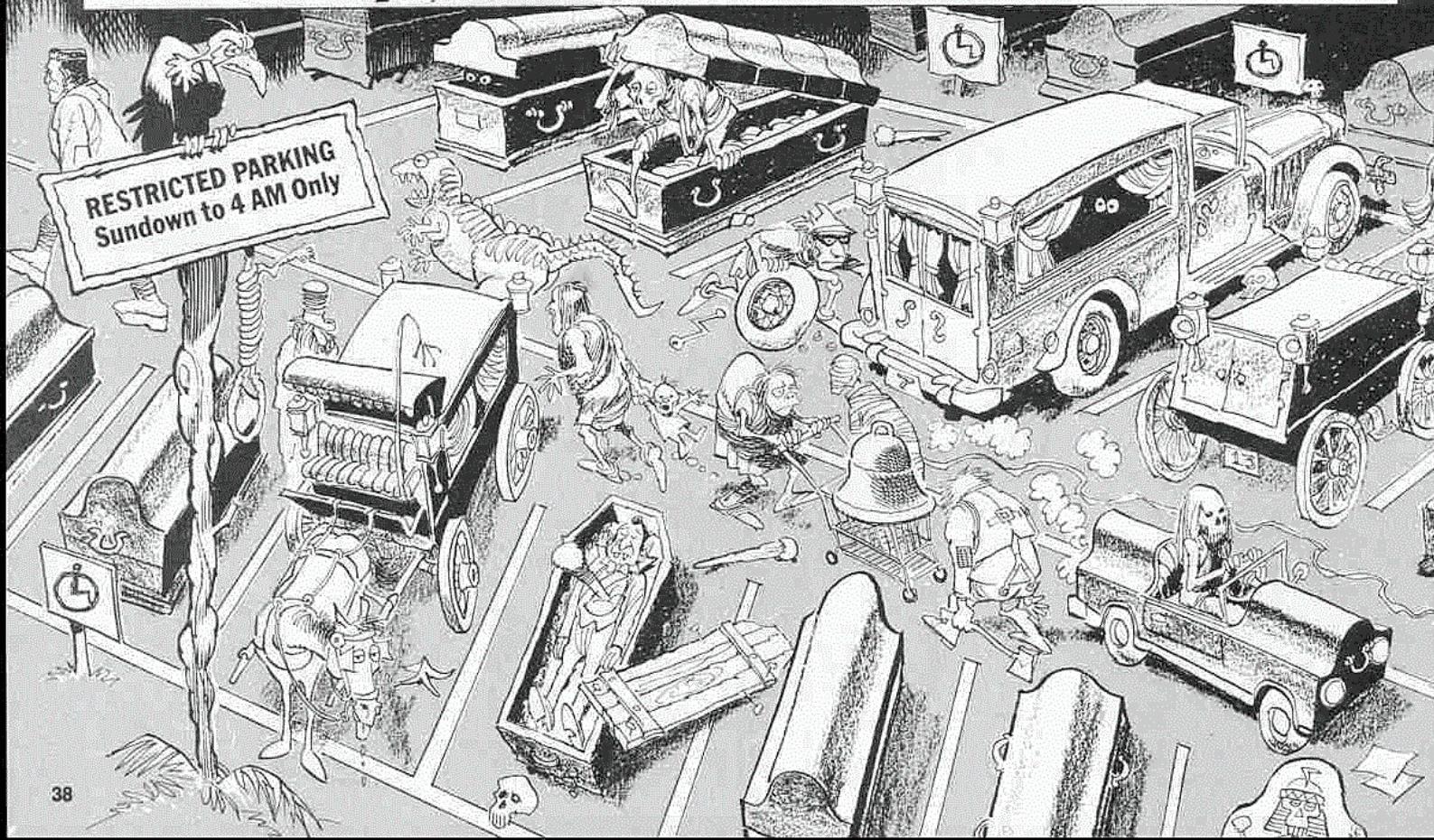
Harpsichords

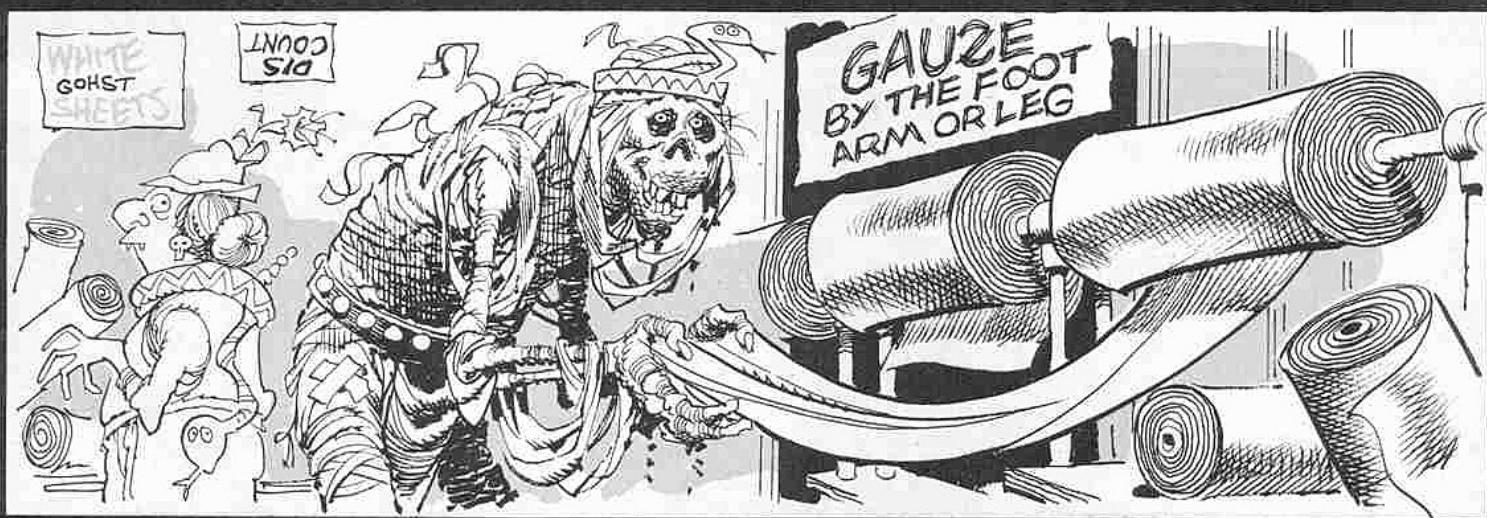
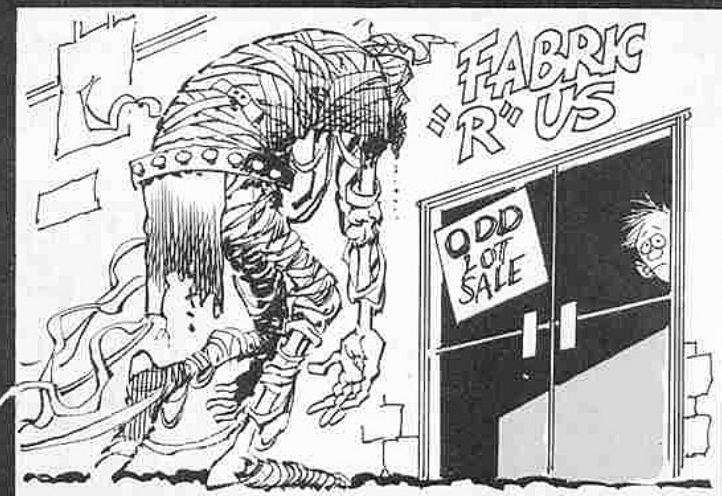
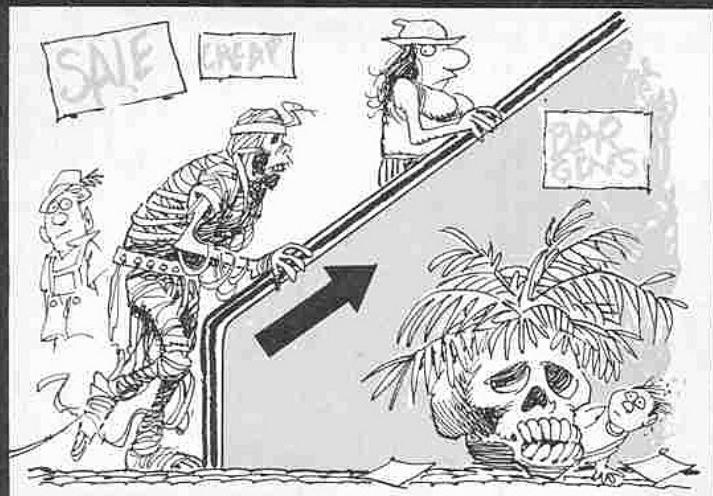
ARTIST: JACK DAVIS

WRITER: DUCK EDWING

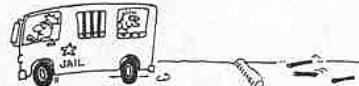
OK, here's your Walkman,
but I don't know how
you're gonna use it
without batteries!







ROMANCING MS. STONE DEPT.



It's part *Fatal Attraction*, part *Body Heat*, part *Jagged Edge*! It's got nudity, hype and controversy! It should be a classic, but...

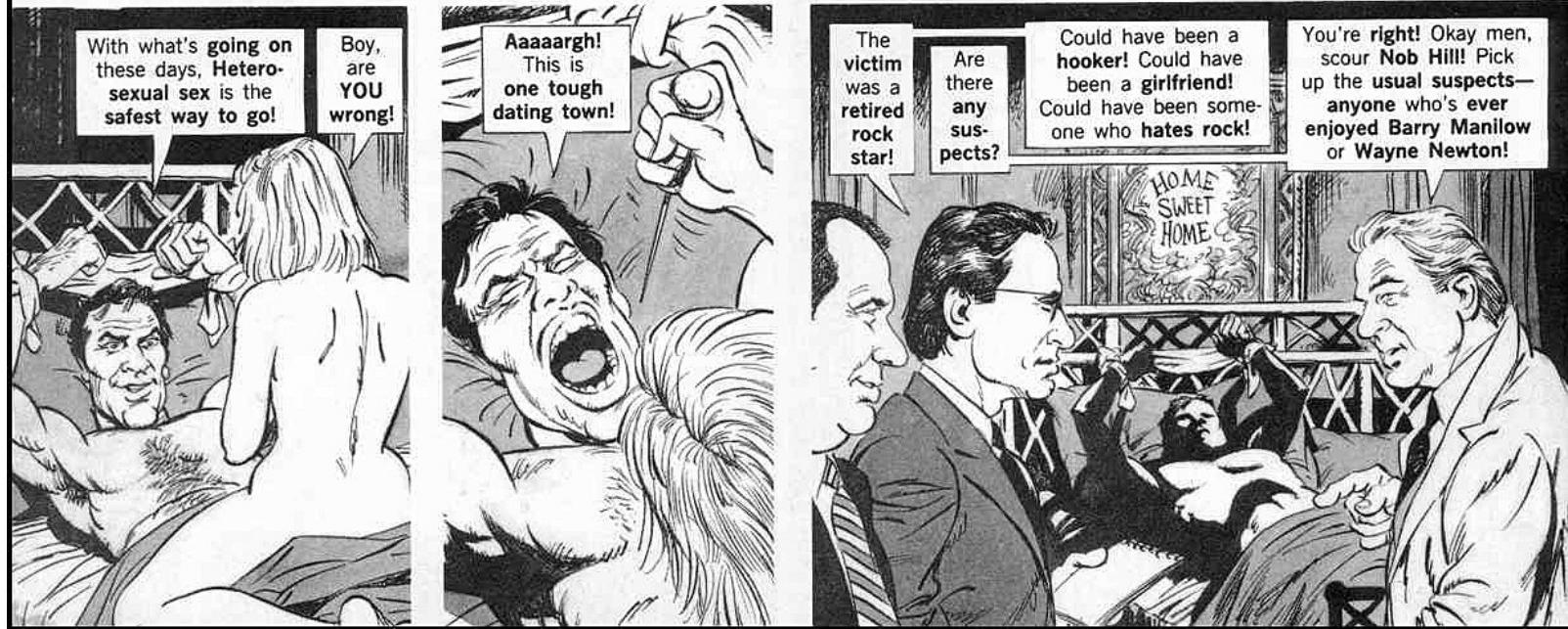


BASICALLY IT STINKS

**BUTTMAN
RETURNS**
SEE PAGE 4

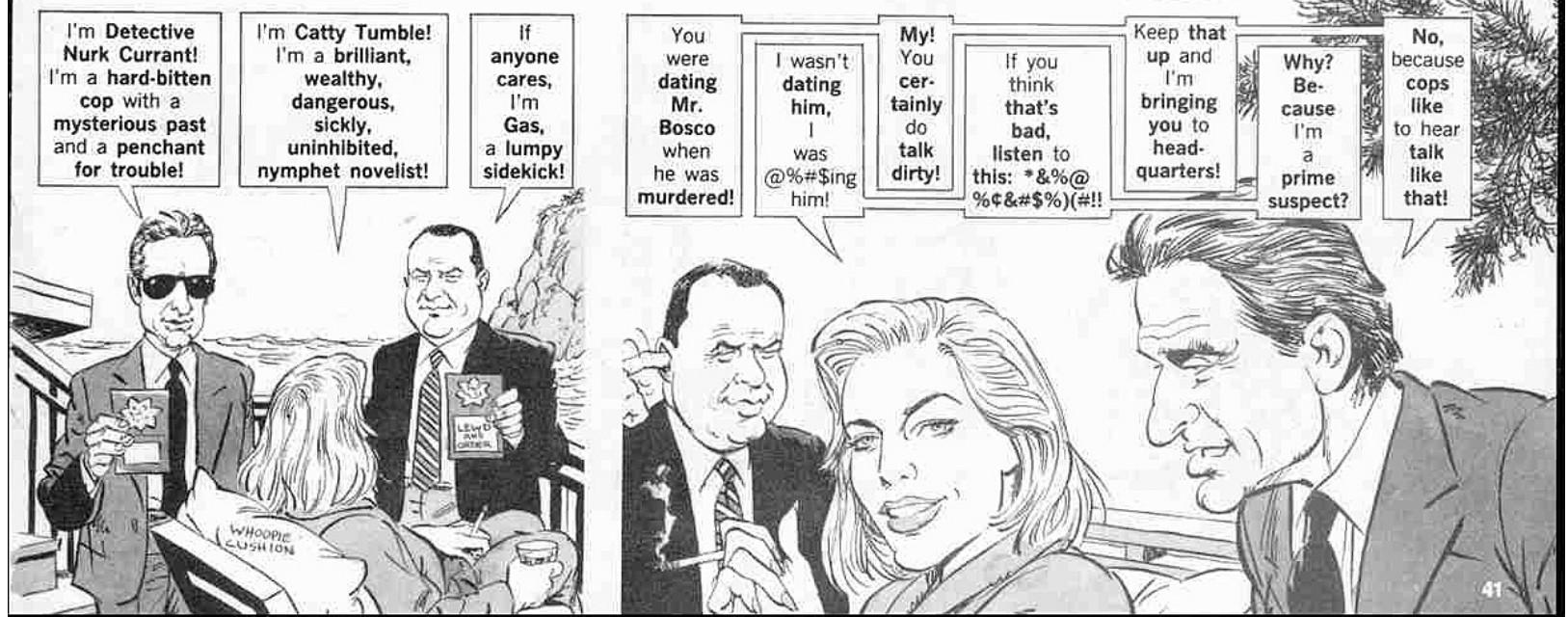


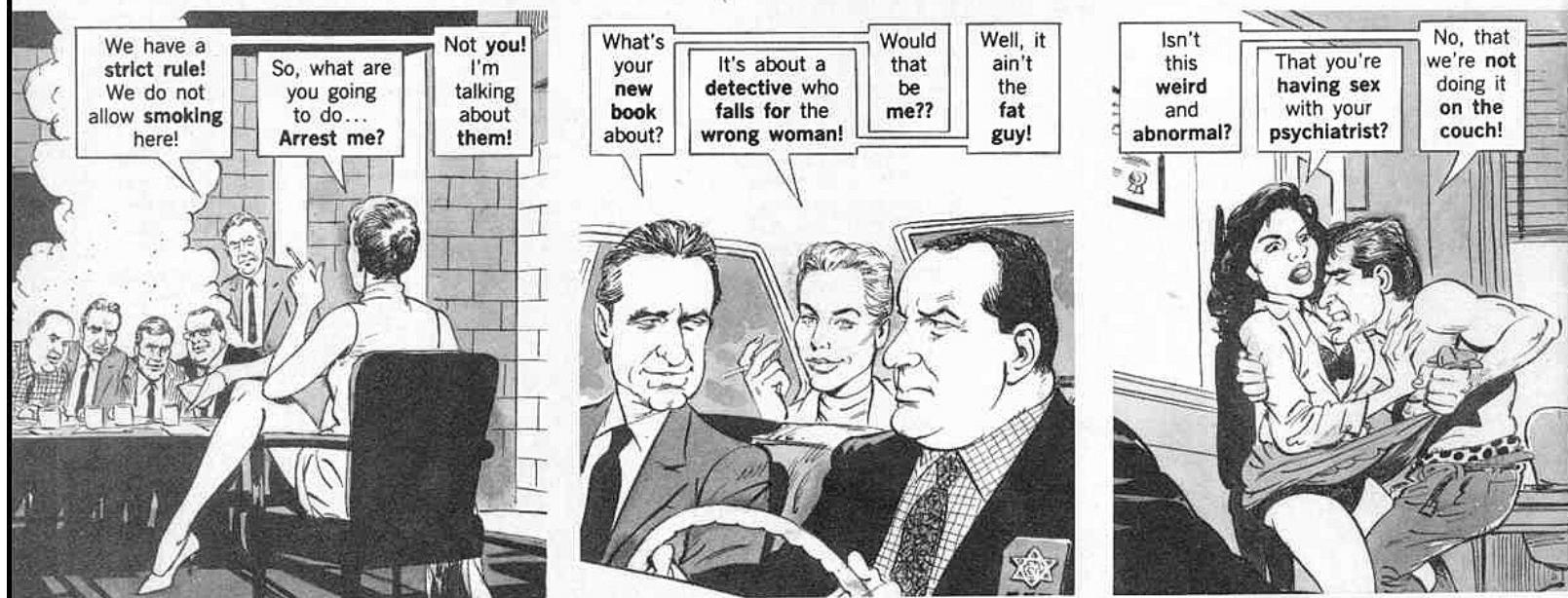
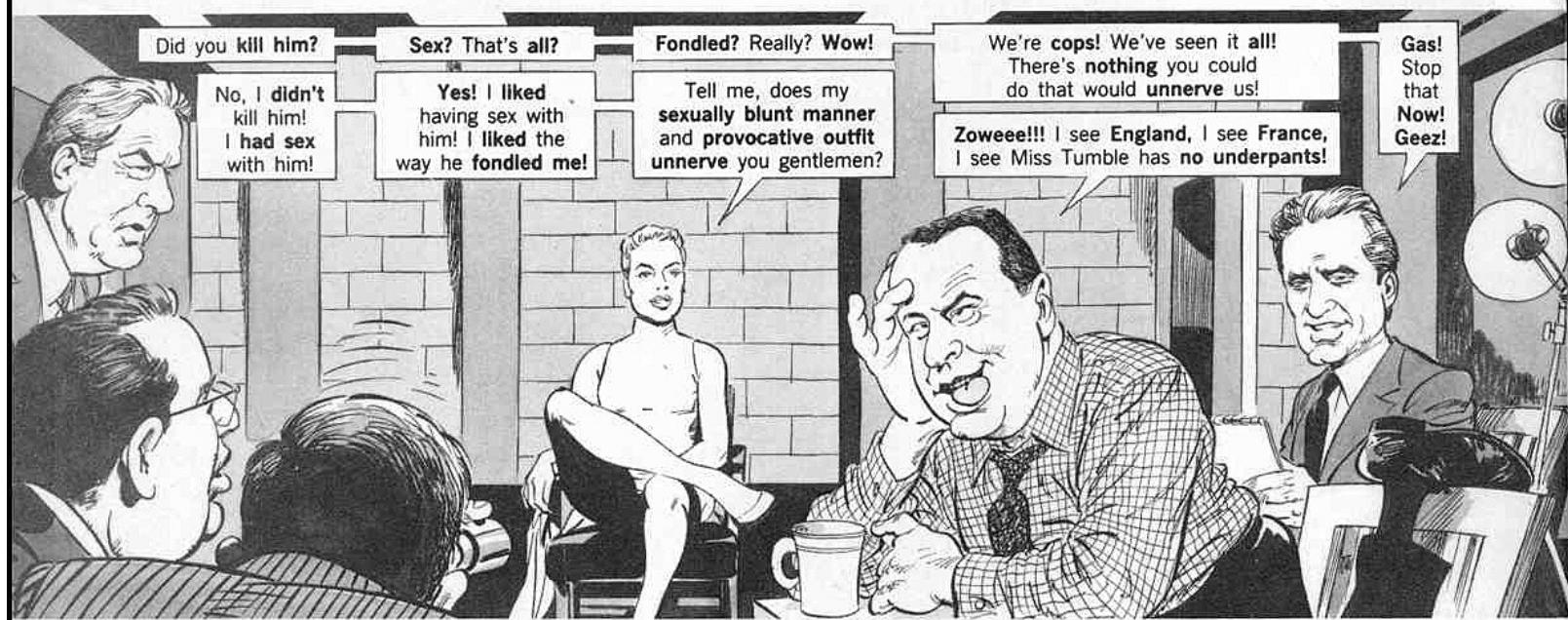
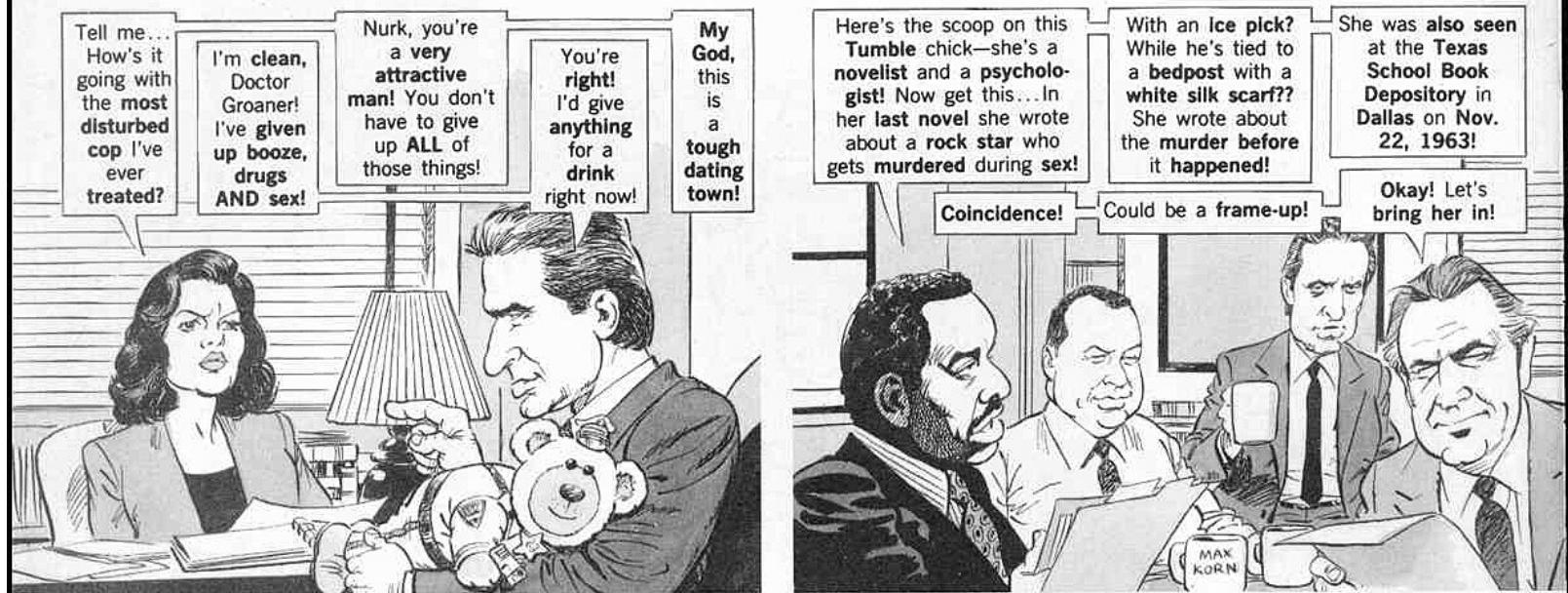
ARTIST: ANGELO TORRES

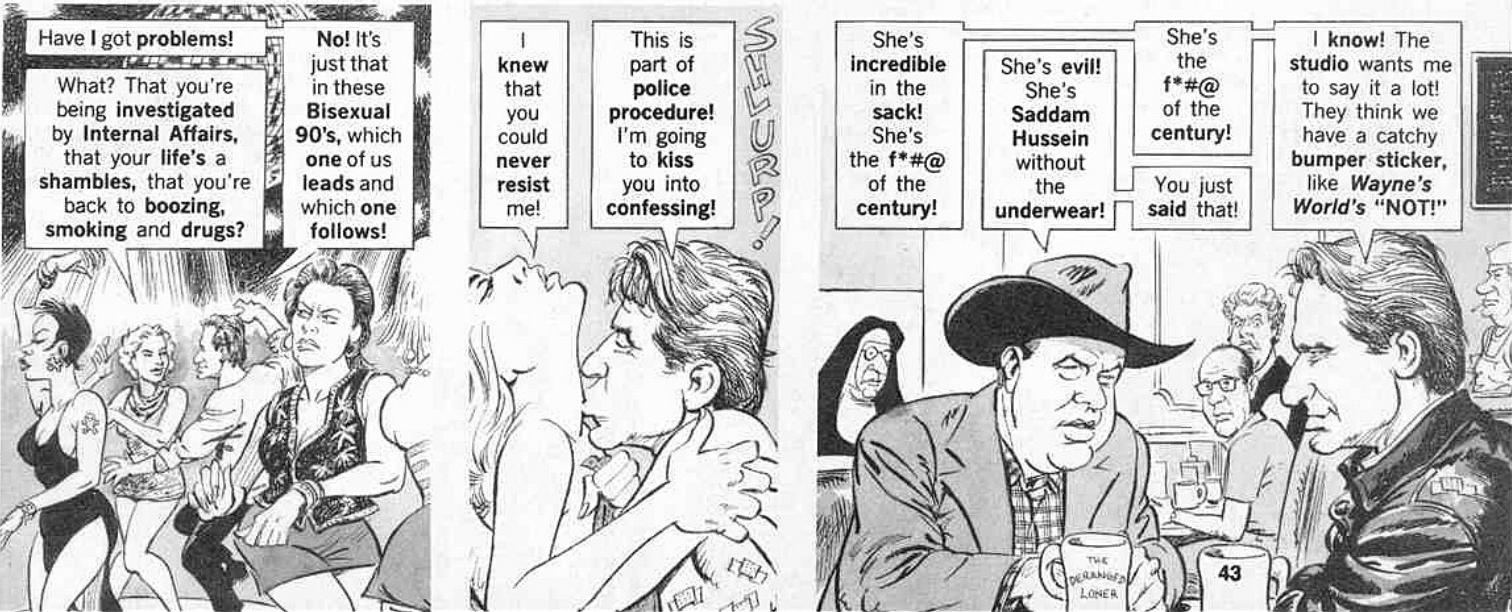
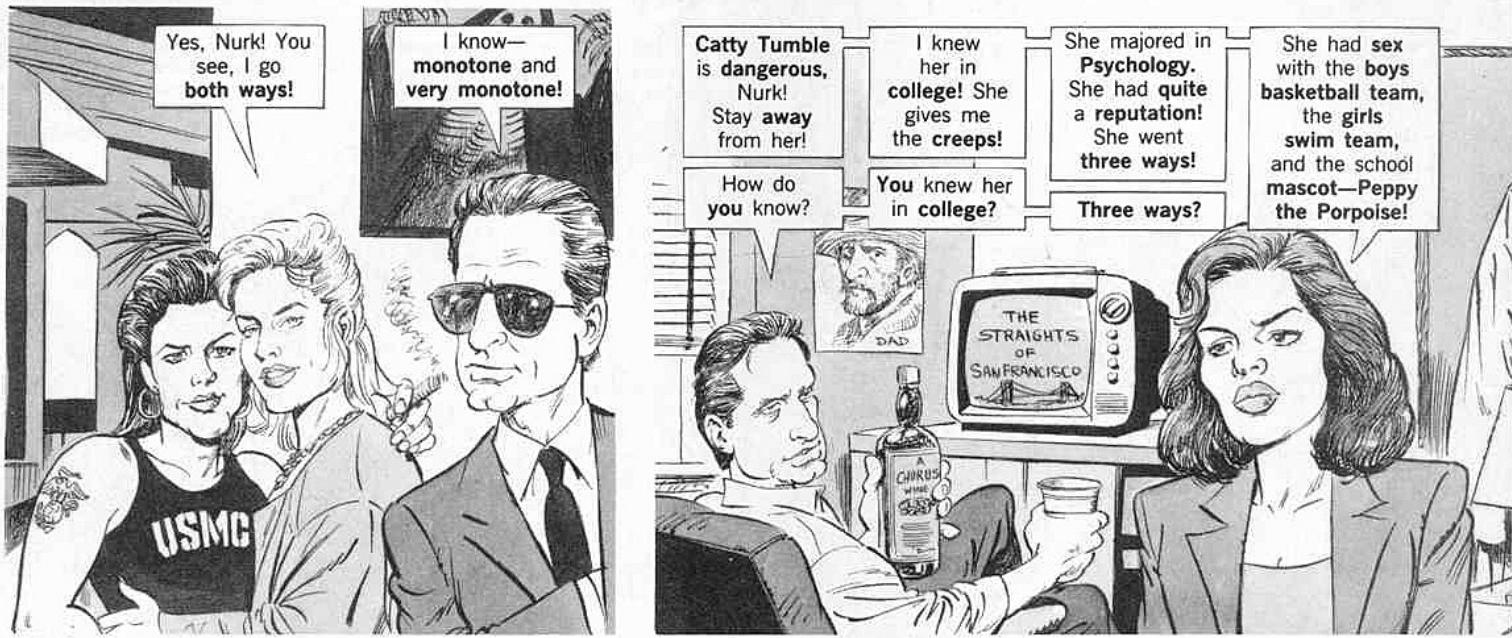
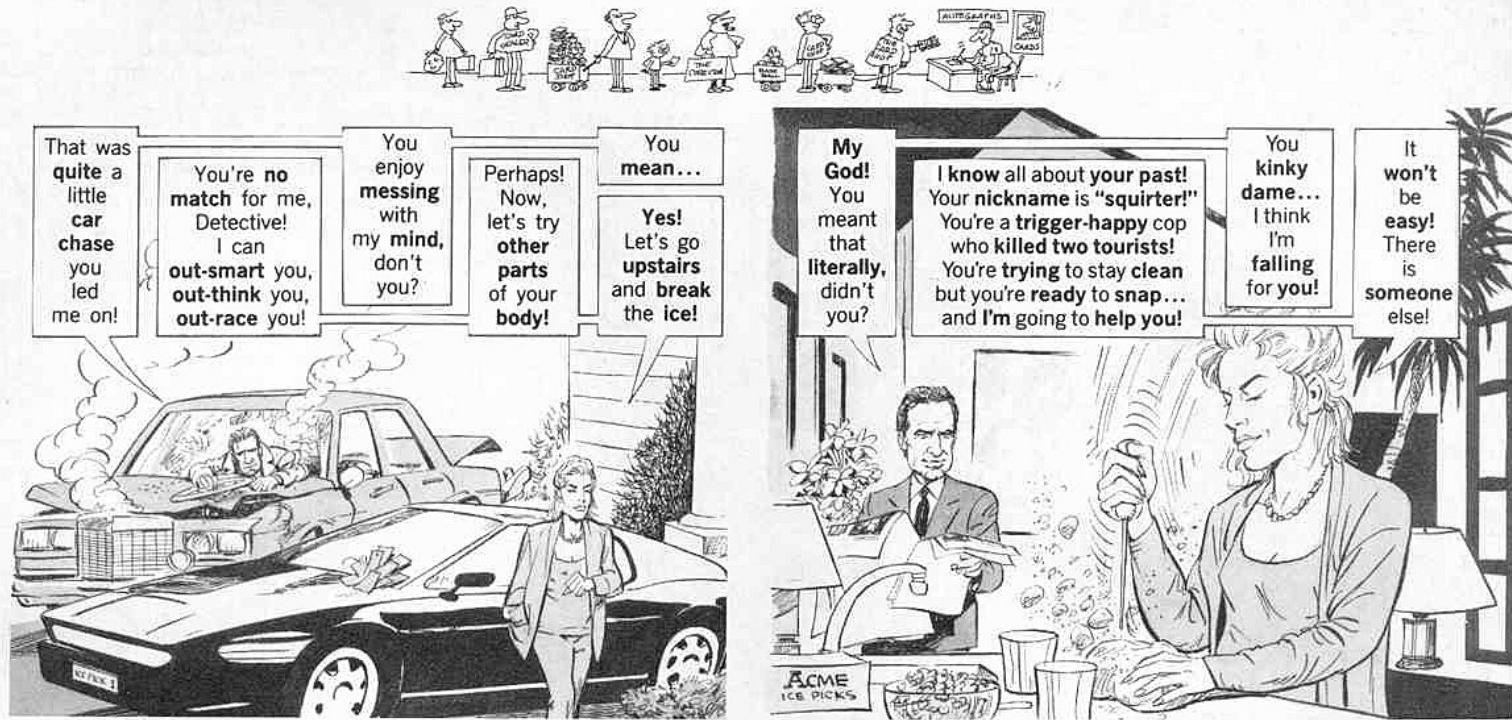


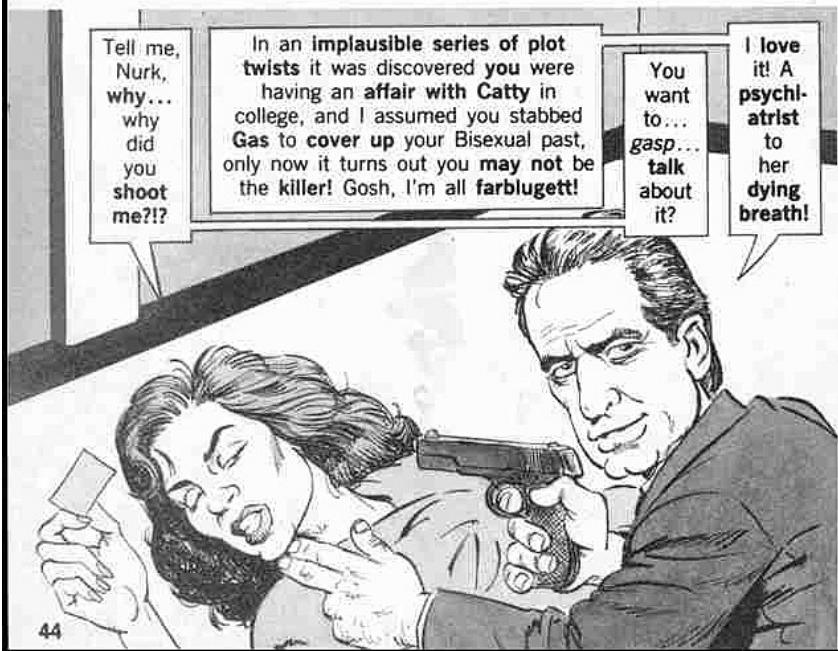


WRITER: ARNIE KOGAN



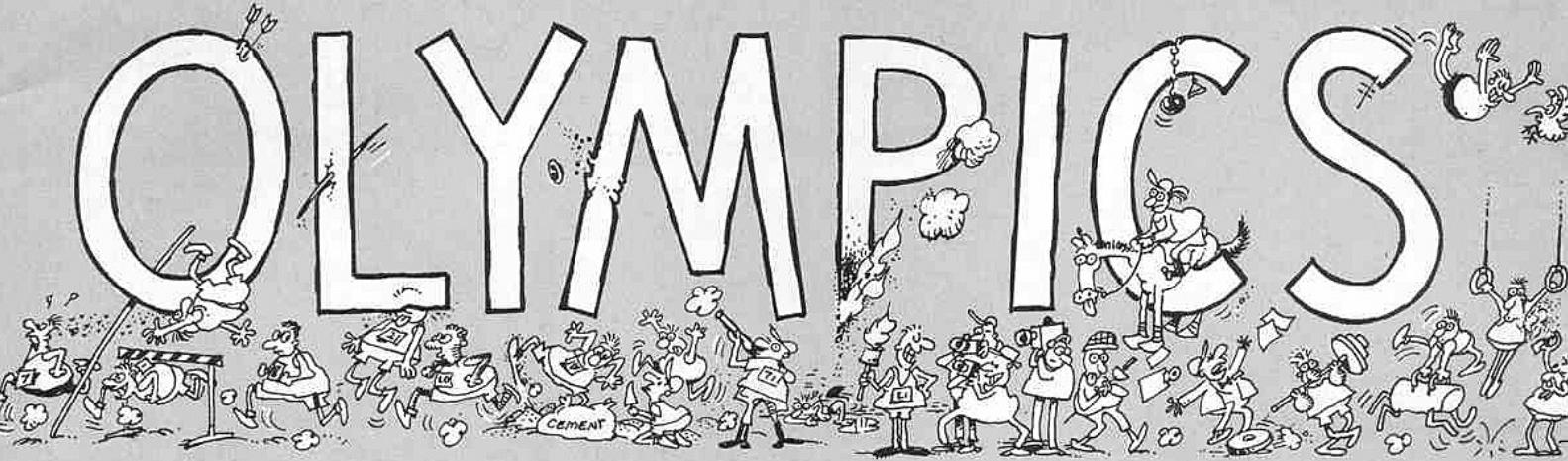




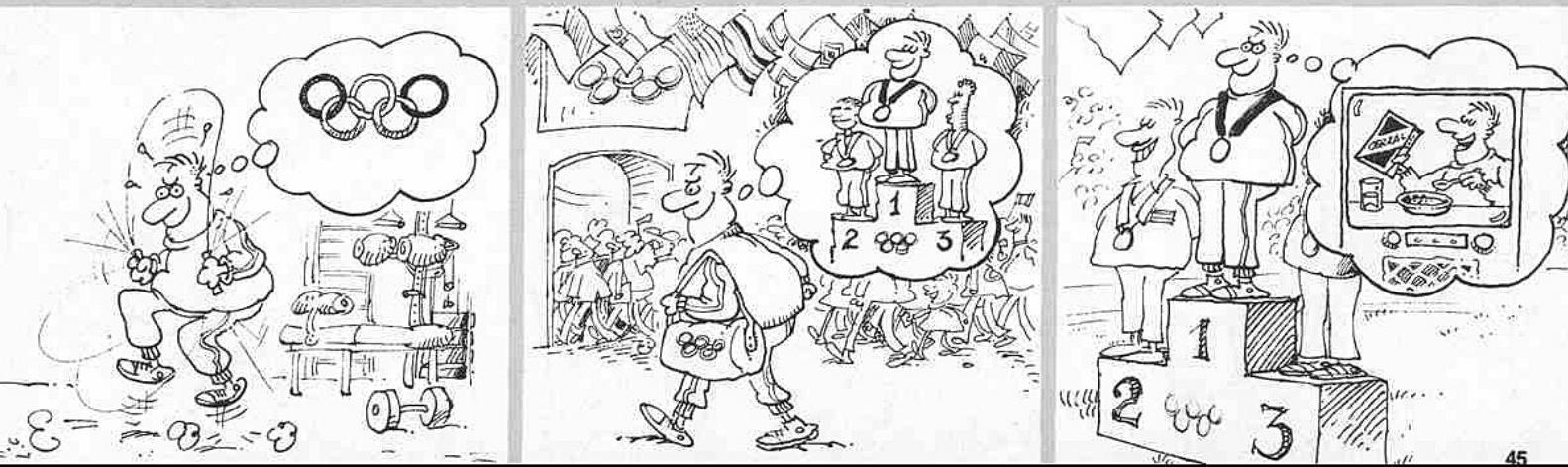


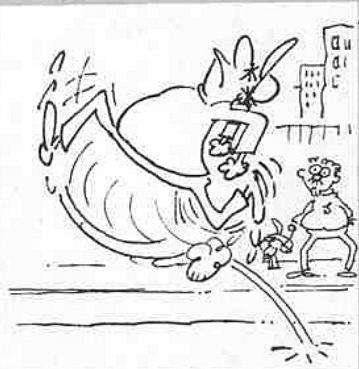
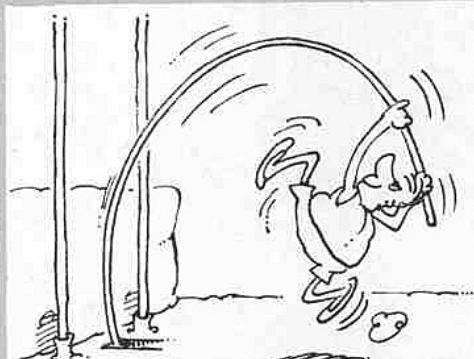
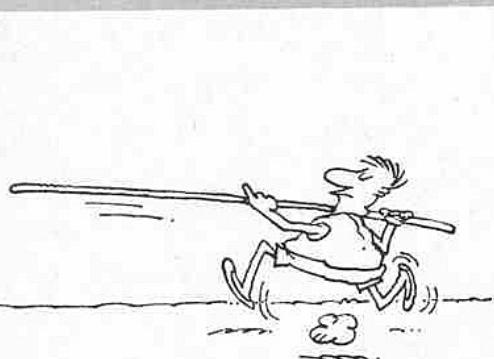
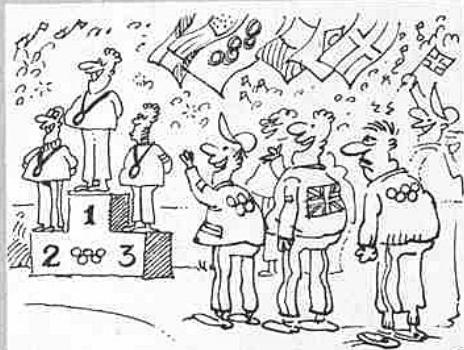
SERGE-IN GENERAL DEPT.

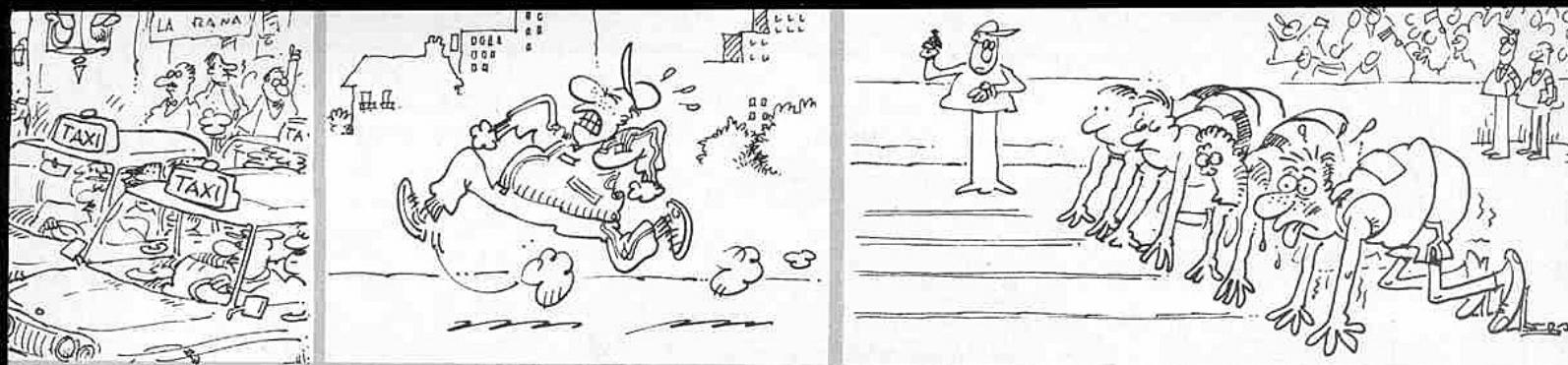
A MAD LOOK AT THE OLYMPICS



ARTIST AND WRITER: SERGIO ARAGONES



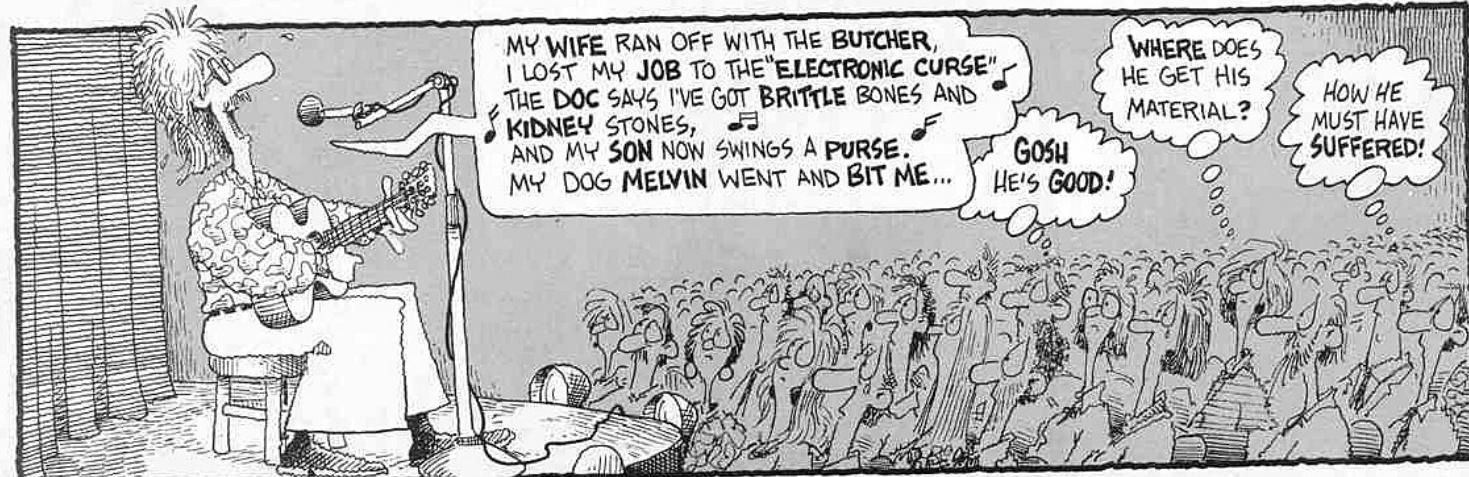
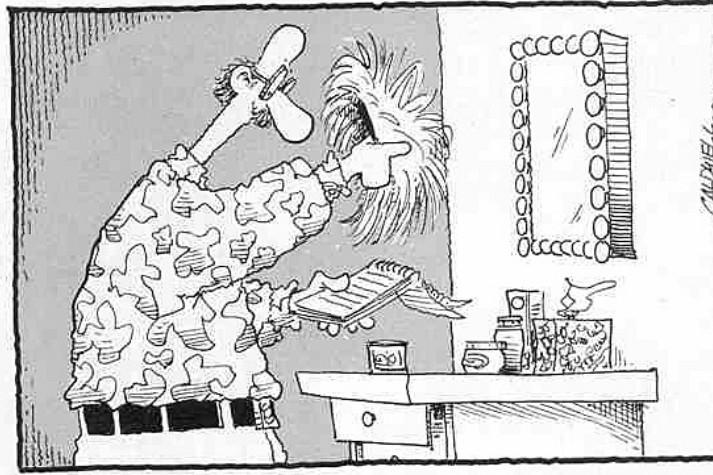
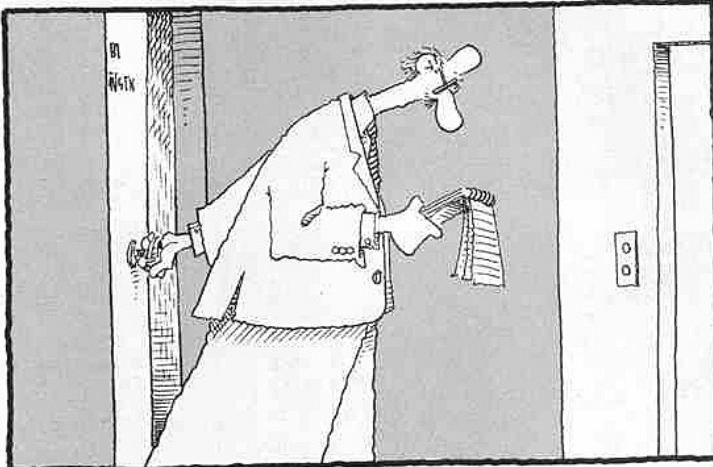




SHRINK RAP DEPT.

DRAMA ON PAGE 48

THIS WEEK WAS EVEN WORSE THAN LAST WEEK, DOC! MY WIFE LEFT ME FOR THE BUTCHER! I LOST MY JOB TO A COMPUTER! I'VE BEEN DIAGNOSED WITH BRITTLE BONES AND KIDNEY STONES! MY SON WAS ARRESTED WEARING WOMEN'S CLOTHES! AND MELVIN, THE DOG I RAISED FROM A PUP, BIT ME THIS MORNING! AND LISTEN TO THIS...



**What
Assumed Protector
of Our Individual
rights has been a
Stunning
Disappointment?**

HERE WE GO WITH ANOTHER RIDICULOUS **MAD FOLD-IN**

**When it comes to individual rights
nothing can be taken for granted. To
see what has failed in protecting
them this time, simply fold in page.**



FOLD PAGE OVER LIKE THIS!

A ►

FOLD THIS SECTION OVER LEFT

◀ B FOLD BACK SO "A" MEETS "B"



THE OPINIONS PEOPLE HAVE ABOUT RIGHTS ARE DIVIDED IN MANY WAYS. THERE ARE SOME GROUPS WHO CAMPAIGN FOR CONSTITUTIONAL AMENDMENTS TO ERASE MANY OF THE RIGHTS WE CURRENTLY ENJOY!

A ►

◀ B

Freakland Mint Proudly Presents

America's Favorite Dictators!



They've Held The Fate Of Entire Nations In Their Hands—Now YOU Can Hold Them In Yours!

Now, you no longer need to wait until you're the leader of the Free World to start owning totalitarian rulers from around the globe! Thanks to Freakland Mint's decision to commemorate recent U.S. Foreign policy fiascos, you too may now own the same ruthless thugs deemed by our State Department as "valued allies essential to our national security"!

Each figurine is painstakingly handcrafted and complete down to the minutest detail, including the blood-stained hands, the ever-present arrogant scowl and the bulging pockets lined with currency looted from national treasures! Each figurine also has a built-in "laugh" microchip...To activate it, just make an empty threat to cut off arms shipments if they don't improve their human rights records...then listen to them snicker!

Best of all, each hateful, two-bit despot is small enough to fit into the back pocket of anyone who can afford to buy them! How much for all this? Just a few thousand dollars a month, every month, until we decide you've paid enough! Act now and we'll throw in the deluxe velvet-lined travel case FREE—just the thing for those last-minute flights to asylum in Bolivia!

The Freakland Mint

*Producers of overpriced, cheesy keepsakes
of incomparable tackiness since time began.*

*The Freakland Mint
Freakland, PA 19091
Attn: Forced Labor Dept.*

Please send me America's Favorite Dictators, starting with the 11 shown above. Then, I will receive one Favorite Dictator every other month—more if necessary to keep up with current events! I need send no money now, though loss of self-respect may be immediate.

Signature _____

Address _____

City/State/Zip _____

BONUS: Order by Dec. 31 and get the first in our series of "Presidential Mistresses" FREE!

(Your signature on this form absolves Freakland Mint of any responsibility for the disappearance, beating, or torture of any other figurines you may own after this set arrives.)